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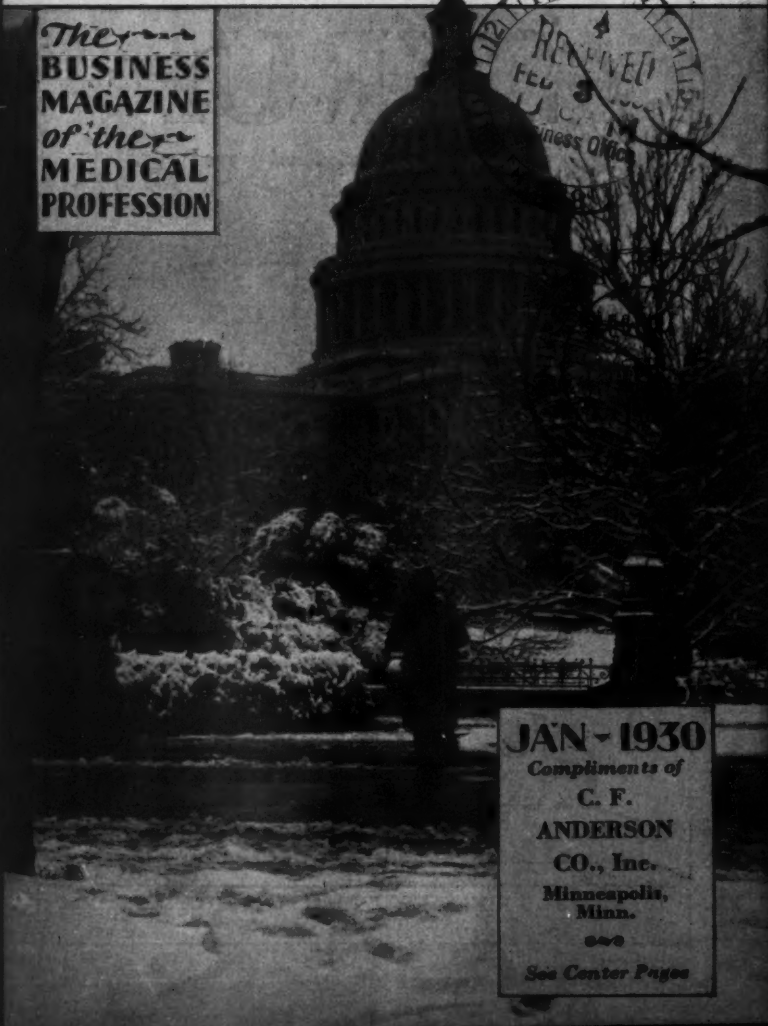
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MEDICAL ECONOMICS

ONE DOLLAR A YEAR

TEN CENTS A COPY

The
**BUSINESS
MAGAZINE
of the
MEDICAL
PROFESSION**



JAN - 1930

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ANDERSON

CO., Inc.

Minneapolis,
Minn.

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See Center Pages

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Clinically tested and proved
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REMINERALIZATION

VITALITY

ENERGY

DEMINERALIZATION

CONVALESCENCE

NEURASTHENIA



FELLOWS MEDICAL MANUFACTURING COMPANY, Inc.
26 Christopher Street, New York City.

MEDICAL ECONOMICS

January
1930

The Business Magazine of the Medical Profession

H. Sheridan Baketel, A.M., M.D., Editor
Harold S. Stevens, Managing Editor
Merryle Stanley Rukeyser, Financial Editor
Lansing Chapman, Publisher

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MEDICAL ECONOMICS: Published monthly at Rutherford, N. J., exclusively for physicians. Circulation more than 120,000. MEDICAL ECONOMICS, INC., Publishers, Rutherford, N. J.



Localized Infections
*of many kinds are being attacked
with notable success thru the use of*

Lacmanese *intramuscularly*

Lacmanese is composed of Lactpro (Breon) a sterile milk preparation with manganese butyrate, favorably known for its effects in pus producing infections.

In Lacmanese these agents bring more prompt and pronounced effects in stimulation of leucocytosis than has been possible from the common foreign protein.

Lacmanese is prepared in 5 cc and 10 cc ampoules.

In the average case 10 cc injections are given three or four days apart after an initial injection of 5 cc.

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.....
Just mail this coupon to the nearest Breon office.

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Send me more information about Lacmanese.

..... **M.D.**

Address



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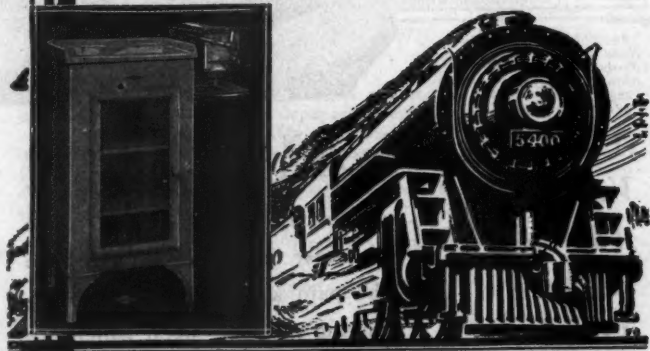


New Safety in Railroading

If the engineer fails in his duty the control of the train is automatically taken from him—and the train stops. Life and property are automatically protected.

Newer Safety in Sterilization

Castle "Full Automatic" Control goes even farther. It eliminates the chance of faulty sterilization. Old three-heat types of sterilizers might not actually boil on "low." No such possibility with the "Full Automatic." It runs itself, without waste, manipulation, or waiting. You don't have to play engineer and fireman. The new "Full Automatic" gives you *real* sterilization.



CASTLE

World's Largest Line of Sterilizers

Please send data on
elimination of errors
in sterilization to

Dr. _____

Address _____

WILMOT CASTLE COMPANY,
1143 University Avenue, Rochester, New York



*Antiphlogistine applied.
Note rapid deservescence.
From Case Report—"Indian Med. Gaz.," Mar.,
1928.

A
Valuable
Adjuvant
in the
Treatment
of the
Pneumonias.

ANTIPHLOGISTINE, through its marked decongestive action, will do much to assist the circulation, relieve the pain and distress, thus promoting rest and sleep which are essential to sustain the vitality of the patient.

THE DENVER CHEMICAL MFG. CO.

163 Varick Street

New York City

You may have known it was bad ...but not as bad as this!

You undoubtedly know that many inaccurate fever thermometers are in circulation, injecting a bit of tragedy here and there where it is least expected.

But have you seen the latest Report of Major Francis Meredith, Director of Standards of the Commonwealth of Massachusetts, with respect to tests made on fever thermometers? Here are three of the items.

<i>Clinical Thermometers</i>	<i>Tested</i>	<i>Passed</i>	<i>Rejected</i>	<i>Percent Passed</i>
Massachusetts Seal	246	224	22	91.05
Domestic unsealed	4234	3251	983	76.78
Foreign unsealed	507	11	496	2.17

If the interests of your patients are to be safeguarded, it is imperative that you prescribe dependable fever thermometers by name when their use is indicated. Only through such a precaution can you be certain that your patients will receive what you expect them to get. Only through the exercise of your authority will it be possible to discourage the manufacture and sale of fever thermometers of questionable accuracy.

B-D FEVER THERMOMETERS

For thirty-two years a standard with the Medical Profession

Genuine when marked B-D

Sold through Dealers

Makers of
Genuine Luer Syringes, Erusto
and Yale Quality Needles,
B-D Thermometers, Ace Band-
ages, Asepto Syringes,
Armored B-D Manometers,
Spinal Manometers
and Professional Leather Goods

M. E. 1

BECTON, DICKINSON & CO., Rutherford, N. J.
GENTLEMEN: Kindly send me literature and
prices on B-D Thermometers.

NAME _____

ADDRESS _____

DEALER'S NAME _____

BECTON, DICKINSON & CO., RUTHERFORD, N. J.

"Don't wait until your child has toothaches before you take him to the dentist

Too often, then, dental work is painful, and forever after your child will dread the very mention of a dentist's name. If you take him to your dentist frequently, the cause of pain can be removed and your child will not object."

—Typical excerpt from Pepsodent Radio Broadcast.

EVERY night, except Sunday, over a nation-wide network of stations, Pepsodent is helping educate the millions by such messages as the one reprinted above. The purpose of this extensive broadcast is to benefit the Public, the Profession and Pepsodent.

Won't you accept our invitation, doctor, to enjoy Amos 'n' Andy, in person, over your own radio at the time shown below?

7:00 P. M.
Eastern Standard Time
WJR—Detroit
KDKA—Pittsburgh
WRC—Washington, D. C.
WHAM—Rochester
WJZ—New York City
WBZ—Springfield
WBZA—Boston
OKGW—Toronto

10:30 P. M.
Central Standard Time
WEBC—Duluth
KSTP—St. Paul
WREN—Kansas City
WDAF—Kansas City
WKY—Oklahoma City
WFAA—Fort Worth
WOAI—San Antonio
KPRC—Houston
KWK—St. Louis
WTMJ—Milwaukee
WMAQ—Chicago
KYW—Chicago

9:30 P. M.
Mountain Standard Time
KSL—Salt Lake City
KOA—Denver

8:30 P. M.
Pacific Standard Time
KOMO—Seattle
KHQ—Spokane
KGW—Portland
KGO—San Francisco
KECA—Los Angeles

Every night except Sunday

K-Y LUBRICATING JELLY

*The Ideal Surgical
Lubricant*

K-Y Jelly has been recognized by the medical profession for years as the effective lubricant for catheter, rectal and colon tubes and all instruments of penetration.

It provides exact lubrication over all surfaces of instruments. It is clean, protective, non-greasy, water-soluble and sterilized. If you are not already acquainted with K-Y Jelly we should like to send you a tube with our compliments.



Johnson & Johnson

JOHNSON & JOHNSON,
New Brunswick, N. J.

I should like to try one standard tube of K-Y Jelly free.

M. D.

Street _____

City _____ State _____

Dealer's Name _____

Consider the
NON-INJURIOUS AFFINITY
of
MERCUROCHROME
220 SOLUBLE
(*dibrom-oxymercuri-fluorescein*)
for BODY TISSUES

Mercurochrome, by its stain, fixes itself in body cells and penetrates beneath the superficial surface. When applied in wounds or on mucous membranes, it remains *in situ* for hours and the sterilizing or aseptic period is definitely prolonged. There is not only a decided bactericidal action at the time of application, but this action is extended and, more than that, the field is kept aseptic for a considerable period of time, because of the intimate contact Mercurochrome maintains with body cells and because of the pronounced bacteriostatic action exhibited even in exceedingly high dilutions. As body tissues are not damaged,

Natural Body Defenses Are Not Interfered With

and nature's own method of healing progresses more rapidly. Mercurochrome is not a transient germicide that is washed away in a few minutes and that must accomplish complete sterilization immediately, usually at the expense of damaged tissues, but it is a potent bactericide that stays where applied and insures, in addition to its immediate germicidal action, prolonged bacteriostatic action and a strong defense against reinfection or contamination.

When attempts are made to evaluate various germicides and antiseptics, due weight should be given to this non-injurious affinity of Mercurochrome for body tissues, as it is apparent that this feature is largely responsible for the superior clinical results, evidenced chiefly by prompt clean healing of wounds and by rapid control of mucous membrane infections, obtained with Mercurochrome.

HYNSON, WESTCOTT & DUNNING - Baltimore, Maryland

MEDICAL January 1930 ECONOMICS

The Business Magazine of the Medical Profession

This is Volume 7, No. 4

Offices: Rutherford, N. J.

Making New York "Health- Examination Conscious"

Newspapers, radio, posters and leaflets are outlets for health messages
of 10,000 physicians in two month campaign

By Harold S. Stevens

THE title to this article may have impressed you as being just a shade ambiguous; let me explain it:

The word "conscious", as used by the modern advertiser, denotes a state of mind in which the subject (usually the prospective buyer) is made to think actively of an object which he would otherwise think of only very casually, if at all. On the rather elemental theory that we do not want a thing until we become conscious of it, we are forever being made cigarette conscious, razor-blade conscious, the-house-needs-paint conscious — in fact, so powerful is the beck and lure of advertising that stark necessities often fall quite below the margin of consciousness.

That is why the two-month campaign of the Greater New York Committee on Health Examination, which was inaugurated in November, represents the achievement that it does. It brought the Health Examination above the margin of public

consciousness, in competition to the countless other claims for attention. The campaign was undoubtedly the greatest concerted effort ever put forth at one time by a group of physicians, in the furtherance of health through publicity.

It was a tremendous thing to undertake; certainly it could never have been put over but for unparalleled courage, energy and leadership within the profession, and equally unparalleled cooperation from quarters outside the profession.

Just how well the job was done, how thorough the efforts to make New York City's millions of people health - examination conscious, may be roughly gathered from the fact that in one month the following were distributed where they would do the most good: 1,500,106 health examination leaflets, 21,082 posters, 4,680 counter cards; thirty radio talks and thirty public lectures were given on the periodic health examination; a movie film on the



Pity the Poor Ostrich!

FOR centuries he's been maligned. Fiction has it that in the presence of danger he hides his head in the sand.

Naturalists assure us that this is not true.

But still the fable persists.

We know of one creature, however, that figuratively does bury his head when danger threatens.

This creature is none other than MAN—and in no way does he play the proverbial ostrich more than when it concerns his health.

*1,500,106 of these leaflets
were distributed in one month.*

same subject was shown seventeen times; a full-page advertisement was published in the Sunday magazine section of the N. Y. Times—and three other display advertisements in each of the leading New York papers; and more than 24,000 words of feature story material and virtually hundreds of columns of publicity devoted to the campaign appeared in newspapers all over the country. This does not include the great variety of miscellaneous activities carried on outside of professional channels, and which will be covered presently.

Before tracing the steps in the development of this important campaign, I am going to interrupt a moment to cast a glimpse back over some predictions made

in back issues of MEDICAL ECONOMICS, in order to see how many of them were fulfilled during the month of November 1929:

From the issue of May, 1924, "The organized medical profession has in its power a chance to increase the span of life by aiding in a periodic examination of every man, woman, and child. . . . Are the doctors in the country going to rise to the occasion? Will they advocate the spreading of the gospel of health? We vote 'yes' to each question".

From an editorial in June, 1924, "Members of the laity must be educated to the absolute necessity of physical well-being. They must be kept well, even though it may be in spite of themselves at first. They must be shown the way."

From an editorial in July, 1924, "The duty of the medical profession is plain. . . . to aid in this humanitarian effort, MEDICAL ECONOMICS pledges its unqualified support."

An article in September, 1924, "The medical profession has before it the development of a mighty project for the good of humanity in which it should avail itself to the full of that well-nigh universal solvent—printers' ink."

From the issue of February, 1927, "When the medical society uses this greatest-of-all influence, advertising, to express itself, the man in the street is overwhelmingly the gainer. . . . We are very sure that this project is only the beginning of many long strides."

An article in July, 1927, "Against this background we must paint an ideal, and the profession must have faith in its ability to bring that ideal into being."

An article in August 1927, "There is no reason why the medical profession should not unite to advertise health in its own behalf. . . . it will do so, of course."

An article in September, 1927, "The sentiments of *practically every* county medical society in the United States are running decisively toward some sort of advertising activity. . . ."

There were, in addition, 14 other articles and two other editorials on the one subject of Health Publicity.

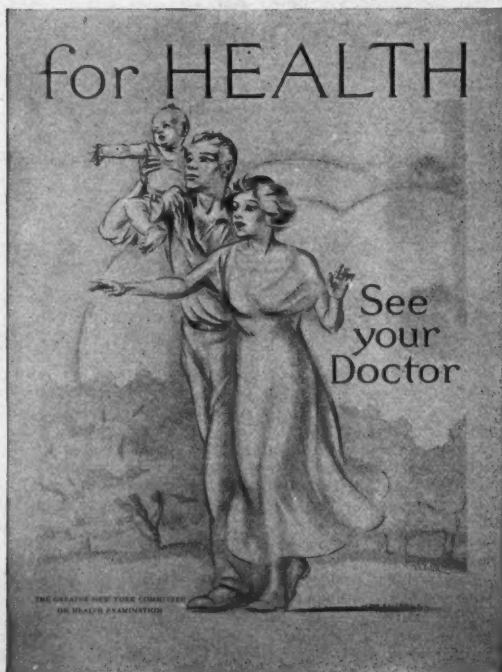
So much for MEDICAL ECONOMICS' part in creating propaganda within the profession, propaganda which had a share in preparing a state of mind to make possible the magnificent team work of ten thousand physicians in the five component boroughs of Greater New York City.

The idea of a campaign to make the public "health-examination conscious" existed in more

or less embryonic form in New York for several years previous to the actual campaign, according to the Committee's officers. This sentiment grew gradually more tangible, until finally in May, 1929, the committee was formed. It consisted of representatives from the five component boroughs in New York City. This was called the Greater New York Committee on Health Examination.

Work preliminary to the campaign was begun in August. The important task of raising the money on which to operate fell to Dr. A. J. Rongy, Chairman of the Committee, and Dr. Iago Galdston, Secretary. Through their efforts, the following organizations contributed a generous total of \$26,000: Metropolitan Life In-

This poster, drawn by Le Roy Baldrige, was displayed in physicians' offices, schools, and public places.





Medical Society of the County of New York
 120 West Street, N. Y. President
 Medical Society of the County of Kings
 Thomas M. Brennan, M. D., President
 Society of the City of New York
 Harry Aronson, M. D., President
 Medical Society of the County of Queens
 William J. Lavelle, M. D., President
 Richmond County Medical Soc., 222
 Conover Street, N. Y. President

The Menace of Middle Age

can be met
 by the practice of
 Health Examinations

CONTRARY to the experience in other civilized countries where the death rate has improved at every age period in the past decade, the death rate at middle life and later is increasing in the United States.

Loss in Expectation of Life at Certain Ages

Age	1921	1927	Loss
37	22.86	21.47	1.39 years
47	28.90	27.51	1.39 "
57	37.77	36.57	1.20 "
67	41.50	40.60	.90 "

The loss indicated by these figures may seem numerically small, but occurring in the most vital years and, contrasted with the gains in other countries, it is serious and a warning of the need for action.

This increasing death rate is caused by a class of diseases that usually pass unrecognized by the sufferer. The magnitude of the problem, and the public menace of these diseases is shown in the latest available statistics for the United States Registration Area, where there were reported in

1926, 1,285,927 deaths. Four or five outstanding preventable diseases contributed nearly one-half of this mortality.

The foremost medical men of our time agree that the practice of periodic health examinations could detect and control these diseases in their incipient stages. Even when these diseases are discovered too late for complete cure, it is possible for scientific control to modify their course.

Diseases not now on the increase, such as tuberculosis, are still too prevalent. The periodic health examination is a fundamental measure in the great warfare against all disease, and is not limited to the chronic maladies which constitute an outstanding menace.

Apart from the discovery of many of the causes of these maladies, and their cure or mitigation, the periodic health examination and the medical and hygienic instructions based upon them will help to build up vitality and make stronger men, women and children.

HAVE A HEALTH EXAMINATION
 Not in Fear of Disease, But for the Love of Health

Greater New York Committee on Health Examination

New York County Committee

A. J. Bogdy, M. D., Chairman
 Iago Goldstein, M. D., Secretary

S. Dana Hubbard, M. D.
 Frederico W. Benaroff, M. D.
 Eugene L. Fish, M. D.

Orma S. Wightman, M. D.
 Leedy R. Williams, M. D.

insurance Co., Milbank Fund, Altman Foundation, Life Extension Institute, N. Y. Tuberculosis and Health Assn., Brooklyn Tuberculosis and Health Assn., Queens Tuberculosis and Health Assn., and the Medical Society of the County of New York.

A bulletin was adopted as the most efficient means of communication with the 12,000 members of the five societies. The first bulletin was sent out on October 20th, and described the plans in this way:

"Among the progressive movements today which are rapidly meeting with general public acceptance is the Periodic Health Examination. For a number of years various agencies have car-

ried on an educational campaign directed both to the public and to the physician, urging the value of periodic health examinations. Some physicians go so far as to see in the growth of this movement a new force in medicine—one which, if widely applied, will produce as profound an effect on the practice of medicine and in the relationship of the physician to the patient as did the germ theory in the middle of the last century. This characterization may be open to dispute, but no one can doubt the importance of the movement, or the proportions it has attained in recent years.

"Heretofore the bulk of organized periodic health examination
 (Turn to Page 63)

The second in a series of four advertisements which supplemented the other health activities during November.



An incident that shows the unwisdom of applying county society rules too literally, or too blindly.

That Phone-Call Charge

By Hall Johnston

IN offering the incident which is to follow, I realize that it will not meet the same reception by all readers. Some may think it is a gross exaggeration of how a rule ought not to be enforced. At any rate, I vouch for the truth of it, although it sometimes takes a bit of exaggeration to bring home an item of real truth.

It is unfortunate that many of the public today look upon medical organizations, county or city-wide societies, as being in the nature of glorified doctors' labor unions. Perhaps they fail to realize that such societies are designed to support a very high standard of professional ethics, which, of course, they do.

Medical societies make rules which more or less govern certain practices indulged in by their members. These rules are carefully worked out — *by doctors*. But doctors are not always able properly to view things through the spectacles of their patients. Professional eyes are not adjusted to them. A medical society can make a rule which may ap-

peal to the doctors as good for patient, physician, and the profession generally, but it cannot forecast how the rule will operate without taking into account the reaction of the patient when the rule is put in work.

Some societies promulgate rules merely as suggestions to members, while others attempt to secure rigid compliance from all members, so that the profession may present a solid front to the public in relation to certain practices. In any event, I believe it would help to avoid misunderstanding between profession and public if the application of these rules were examined from the patient's point of view.

With this preamble, I will now relate the incident upon which this article is based.

The patient was a little boy, whose family had recently moved to its present location. For the first time following the move it became necessary to call a doctor. An office associate of the boy's father was hastily consulted and a physician recommended. The doctor was called, and in due time

arrived, examined and prescribed for the little patient. The anxious parents made inquiry as to what further trouble might be expected.

"Call me in the morning before nine," said the doctor, "and report his condition."

The following morning the doctor received the requested call, with the information that the patient was doing nicely. No change in treatment or prescription being indicated, the inquirer was again told to report by phone if any change in condition was observed. The next day the doctor called in person, and again suggested reporting conditions by phone. Finally, with the idea that the doctor should make a final inspection before discharging the patient, and after five personal calls had been made, it was decided to take the patient to the doctor's office. The appoint-

ment for this visit was arranged by phone. The patient was, at the time of this visit, discharged.

In due time the parents of the boy received the doctor's bill.* It was in the amount of \$46.00, and bore the statement that the items composing it might be inspected at the doctor's office.

So much for the facts as related to me.

I called at the doctor's office to make a friendly investigation. The doctor was a very busy and very successful physician. He said he paid little attention to the accounting end of his business, and would be glad to go into the matter for his own, as well as my enlightenment. As he was just leaving on an emergency call, he asked me to take the matter up in a preliminary way with his office secretary, who acted as his bookkeeper and business as-

(Turn to page 68)

The Young Doctor and His Bank

Reported by Lawyer Hayward



HE doctor flipped the ledger card across the desk.

"Nothing would please me better than to give you a check for my account right now, but I haven't got that

much to my credit," the patient suggested.

"Well, give me a postdated check, payable when you will have sufficient funds," the doctor proposed, the patient accepted the suggestion, and departed, leaving a check dated ten days later.

"Now, hustle down to the bank with this check and see if you can get it certified," the doctor ordered, and the office boy returned in due course, with the check properly certified.

"Now, we'll hold the bank for it, as we're dead safe," the doctor averred.

When the check fell due, however, the bank refused to pay, and the doctor threatened suit.

"The maker has no funds on deposit to pay the check, and did not have at the time the check was certified," the cashier explained, "and our president had no right to certify."

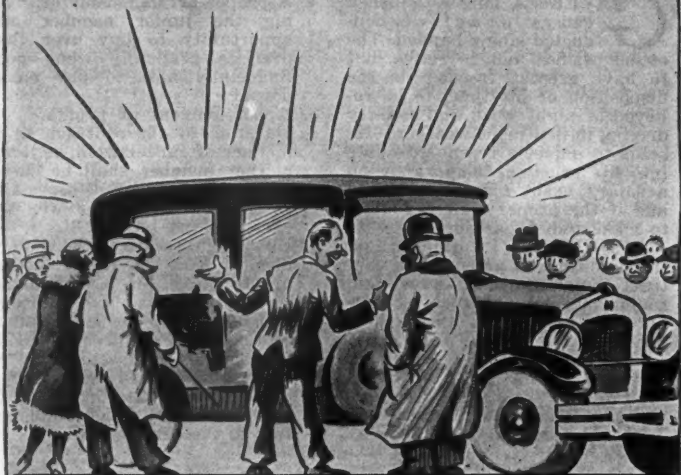
"I had no knowledge of the lack of funds or of any want of authority on the president's part, and I'm entitled to hold the bank responsible on their own certification."

"No, the fact that the check was postdated was notice to you that the president had no authority," the banker argued, and the Nebraska Supreme Court in a case reported in 154 N. W. 233, ruled that the doctor could not collect.

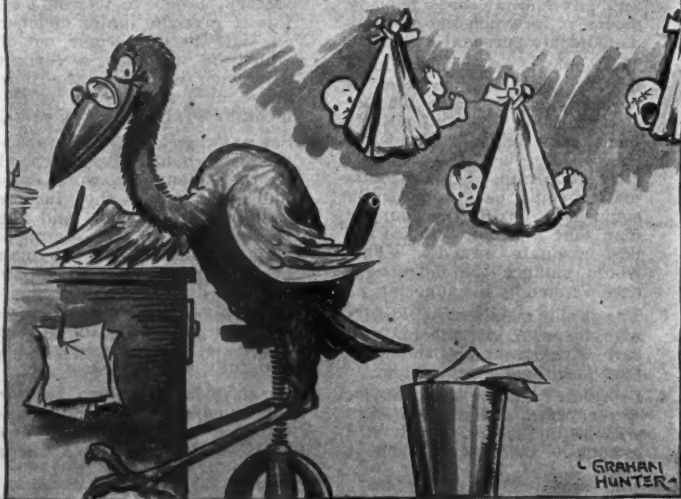
"The doctor was bound to know that such a transaction was beyond the power and authority of the president of the bank," said the court, and the New York courts have arrived at the same conclusion.

It's an odd thing about medicine!

The Motor Companies
have to trot out a new design each year—



While this old boy plugs right along
with the same old model!



GRAHAM
HUNTER

[For a copy of this cartoon on cardboard
write to Medical Economics, Rutherford, N. J.]

A Partnership

GIVEN: A long established general practice, conducted single-handed. The owner wishes, not to retire, but to have greater freedom in the disposition of his time, to be relieved of night work and country driving in inclement weather. He seeks to induct a recent graduate into his practice, temporarily on a salary basis, and later (when and if the proper man is found) to make him a partner.

REQUIRED: Information on the conditions of an equitable contract between the junior and senior members of such a partnership, relative to the following—

1. Division of work.
2. Vacations for study or recreation.
3. Items of equipment which each should furnish.

4. A proper arrangement for giving the junior member an opportunity to buy over the practice gradually when not financially able to pay cash down.

5. Apportionment of profits.

6. Duration of the contract, and manner of cancellation, so that neither member shall be seriously inconvenienced, especially the senior member who is carrying the burden.

7. How to guarantee to the senior member that the junior, after profiting by his associations for a few months (during which he is of the least value to the senior) will not break his contract and set up as a competitor to his benefactor.

8. Settlement in case of death of either member, which shall be fair to the bereft family.

Solution by the manager of a physicians' exchange in Chicago

1. LET the senior member take the office work, city calls, and any special cases he may desire or in which the patients demand his personal attention.
2. The senior member should have first choice; if he takes a longer vacation than his assistant, some financial adjustment can easily be made to compensate the latter. Over a period of years, this matter could be automatically squared by letting the younger man take a longer absence for post-graduate study. This would balance the longer vacation taken by his superior.
3. The junior member should furnish his own instruments and car. Everything else should be furnished by the senior.
4. I assume that for one, two, or three years, the younger man will be on salary, which will gradually increase. When it

is clear to both members that a partnership would be satisfactory, I believe it would be fair to give the junior member one-half the net income, out of which he will pay a certain sum each month to the purchase of one-half the equipment, at a fair inventory value.

5. See answer No. 4. The apportionment should always depend on the amount of work done by each man, the income brought in by each, and the real success of the partnership. I believe that all human beings respond well to appreciation; and the senior member can well afford to be generous to his assistant if the latter is able, conscientious, and fully cooperative.

6. A salary basis for one, two, or three years would permit cancellation at the end of any year, with perhaps three

Problem -and some solutions

months' notice to either party. To insure the assistant's remaining the full year, a bonus, which would be paid only at the end of the year's service, should prove an effective incentive.

7. It is customary for the senior member to demand a legal contract in which the junior member agrees not to practice within a certain number of miles of the office, for five years after the close of the contract. The distance varies, of course, with the specific case. In a large city, from five to ten miles distance may be specified. In a small place, sometimes within the county limits is the distance agreed upon, or in other cases, twenty or twenty-five miles.

Such contracts have been brought into court. I know of an instance in Colorado where a junior member was restrained by the court from starting his own practice, although the junior contended with apparent right that the senior had first broken their contract. I am told that in some other states such a contract has been found void.

8. In case of the death of the senior member, the contract should be fulfilled by the junior as to the payment for equipment. A new arrangement for the apportionment of profits would have to be made if the junior member is to take over all of the work. In case of the death of the junior member, a fair arrangement would seem to be either for the senior member to refund the amount of payment for the equipment to the junior's estate; or to undertake the sale of the equipment to another assistant, reimbursing the estate of the deceased jun-

ior for his share of the equipment.

The whole matter might be handled by life insurance. In any case a good attorney or insurance expert should be consulted, as the laws of various states vary and a contract of such importance should be drawn up with extreme care.

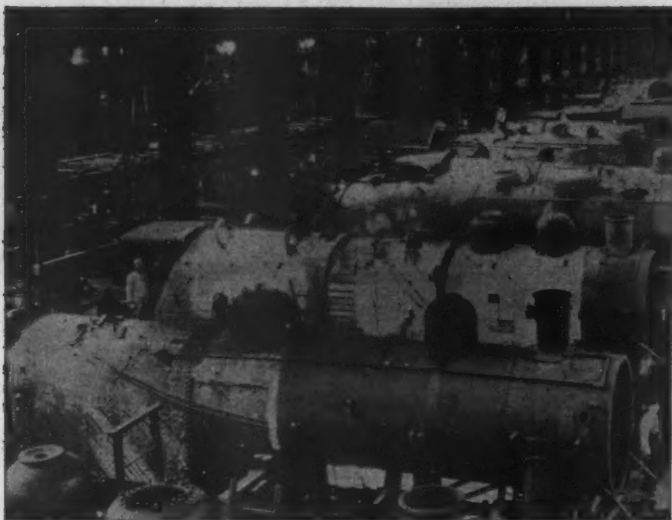
* * *

Solution by the director of a physician's exchange in New York

1. I would favor an arrangement by which the senior member would handle the office work, while the junior member would take care of all outside work.
2. One month a year for both would be equitable.
3. All equipment owned by the junior member should be used jointly by both. The senior member's equipment should be put at the disposal of his assistant.
4. A definite salary should be agreed upon for a length of time thought necessary to decide upon the feasibility of a partnership. Let us say this salary is \$300 per month; the older man could retain \$50 per month until he felt that he had been reimbursed.
5. In my opinion the best arrangement would be a salary, with a monthly or yearly bonus of 25% of the net income.
6. Unanswered.
7. The contract should be drawn up to state that the arrangement will terminate if either party becomes dissatisfied, upon due notification to the other party. A helpful clause in the contract would be an agreement by the junior member not to practice within a certain radius of the senior until

(Turn to Page 79)

The Doctor . . .



JANUARY is the season for inventory taking, and the doctor too, though he has no salable merchandise on his shelves, should at this season make a periodical audit of his financial status. He should analyze anew the securities in his strong box, and ascertain whether his tokens of wealth are suitable to his special requirements in the light of changed economic conditions.

An individual's surplus wealth should be regarded as a fluid investable fund, which has a present liquidating value. The investor should free his mind from the superstition that he must keep what he has, irrespective of changed conditions. The problem of the efficient investor is not whether his holdings show a profit or loss over the original purchase price, but whether the fund, here

and now, is invested to the best possible advantage, with due regard to the peculiar requirements of the individual and to current economic changes.

These policies seem obvious enough when formally stated, yet the lay investor tends to ignore them. For example, if he holds stocks purchased at higher prices, he is agitated by the question whether they will ever come back to the purchase price. That is really an academic question. The real issue is whether they are worth the present price, or whether the cash that could be realized from them could be placed in securities offering surer strength and greater promise for the future.

This new objectivity toward securities is especially necessary at the present time in the wake of the recent untangling of the bull

and his Investments



By Merryle Stanley Rukeyser
Financial Editor, *Medical Economics*

How to make an annual health examination of the physician-investor's financial portfolio is explained in Mr. Rukeyser's first article for 1930.

(The photograph, which pulses with industry, was taken in the Baldwin locomotive plant).

Photo by
Ewing Galloway

market. Investors who acquired stocks at far higher prices write in to inquire whether they should currently buy additional shares at lower prices in order to average up. The process of averaging is really speculative, rather than a phase of investment.

The answer to such questions always hinges on whether the stock at present prices is really cheap in terms of established earnings, known assets, and probable prospects. Then before an investor acts he must consider whether the stock under consideration offers better possibilities than other depressed securities.

Since stocks generally are selling at significantly lower prices than they were before the culmination of the bull cycle, it does not follow that it is wise to average up on stock A when stock B, which is not in the investor's

portfolio, is equally depressed and offers equally good prospects. By adding stock B to his holdings, instead of increasing his position in stock A, the investor further diversifies his risks.

In general, this seasonal occasion for critically reexamining securities in the investor's portfolio may be especially useful this year, when market conditions give the investor an opportunity to buy premier industrial, railroad and public utility shares on a lower price-earnings ratio basis than was possible during the period of excited speculation.

Instead of concentrating on recouping losses in second and third rate stocks, the present situation gives the prudent investor an opportunity to concentrate his capital on the best issues, which were perhaps withheld from his grasp

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The G. P.'s Place

(A constructive criticism of present-day obstetrical training)

By Reuben L. Larsen, M. D.

Clinical Assistant in Gynecology

Northwestern University Medical School, Chicago, Ill.

UNDoubtedly, one of the easiest of all tasks is to criticise. Destructive criticism of anyone or anything is always possible and may often

be capitalized. Constructive criticism is less simple. It necessitates a degree of knowledge and familiarity with the subject, but it is valueless, even if intrinsically sound, when it ends without realization. Constructive concepts without objective realization, be they ever so true and desirable of materialization, may as well be left unpronounced.

But a few nights ago it was my pleasure to read two critical articles, in different medical periodicals, by two men eminent in their specialties. One directed his criticism at a particular phase of surgery—diagnosis and surgical attitude—and propounded suggestions in detail which, if applied, would serve as valuable diagnostic aids to the surgeon and tend to modify his surgical attitude to the betterment of himself, his surgery and, more important, his patient.

To realize concretely on this author's constructive criticism would but require individual application of his suggestions in practice. Such a criticism possesses intrinsic value.

The other article was a criticism of obstetrics as practised by the general practitioner and consisted largely of statistics and oft-repeated platitudes concerning the desirability of educating the general practitioner better in this particular specialty.

True? Yes, but how?

In recent years our medical journals have been publishing papers similar to the latter one, indistinguishable from one another except for phraseology and rhetorical presentation, repeating



Photo by
Underwood &
Underwood

...in OBSTETRICS

the same statistics to show our failure to reduce maternal and infant mortality, containing trite remarks concerning the obstetric ignorance of all but the obstetric specialist and with the same vapid plea for longer and better obstetric hours in the medical schools, or, better still, to educate the practitioner to call the obstetric specialist in all cases except the monotonously normal ones (such as any midwife might deliver with safety).

Does the obstetric specialist believe that obstetrics is learned in the classroom or by a few weeks of residence in a lying-in dispensary? If so, he does not think as many eminent ones speak in their societies and in private conversation.

The usual speaker recounts the numerous disasters that may be imminent during any labor, the many factors involved in determining the proper conduct of each case and the utter impossibility of anyone not specially trained to emerge unscathed from the eternal conflict between physiologic "watchful expectancy" and the ever-present pathologic tendency. He emphasizes and re-emphasizes the necessity for thorough *clinical* training and practice before performing obstetric operations or assuming the right of determining when such operations are indicated.

True? Ideally yes again. But how is the average practitioner to receive this necessary clinical training?

Such training should be available to the young practitioner before he has had the opportunity to err greatly. The older practitioner has already made his mistakes and has either profited by them to the extent of improving himself so as to avoid a repetition of his errors, or, fearing further

(Turn to Page 75)

*"They
are
invited
to look
and
listen
but not
to participate."*



It Is GOOD

Some examples set by famous professional
men in hobby-riding

By Carleton Cleveland, D. D. S.



*Golf
and
gardening
are two
popular
hobbies.
Below is
a back-yard
garden
created by
a physician
in the heart
of New York's
midtown.*



DR. Charles L. Dana, professor of Nervous Diseases at the Cornell University Medical College, is quoted as having once told the members of a senior class:

"Do your work and study cases intensely, but have an interest that is non-professional. Be a collector, for example, of stamps or automobiles, or old books or neckties or pins; or find diversion in some collateral branch of science; the lore of birds, of fishing and shooting. Make a garden or cultivate shrubs and flowers. These kinds of activities will make your professional character more attractive and effective."

Many physicians the world over have been following this same idea for generations. Von Schiller (1759-1805) was a regimental surgeon in Germany when his hobby of writing led him to become a famous dramatist and historian. Oliver Goldsmith (1728-1774) practiced medicine in London and did hack writing as a side issue, which later carried him into the front rank among English literaturists. Oliver Wendell Holmes (1809-1894) was a professor of anatomy and physiology in the Medical Department at Harvard University before he became the founder and editor of the *Atlantic Monthly*. In more recent years, the late Weir Mitchell was great not only as an authority on nervous diseases, but ranked high as a poet and prose writer.

That able British surgeon, Seymour Haden, has become famous for his etchings. Dr. Max Wolf of New York City also has made a reputation for himself as a

to Have a Hobby!

etcher. Etching, as most people know, is one of the most fascinating and at the same time most exacting of the graphic arts, requiring continuous practice and infinite patience.

Music has also been claimed as a hobby by many physicians. Among the list we find such men as Theodor Billroth (1829-1894) the noted German surgeon, also Dr. Maurice Richardson, formerly of the Massachusetts General Hospital. Dr. P. Mario Marafioti, who was physician to the late Enrico Caruso, found time to write a book on "Caruso's Method of Voice Production," which was recently published, thereby making

a valuable contribution to the literature on the art and science of voice culture.

It is good to have a hobby. It is a most faithful sort of animal; one can always mount and ride away from the steadfast demands of a practice. It never tires until you do—whether it is one of the exhilarating forms of outdoor sports, or an indoor diversion, such as tinkering in a workshop, collecting rare specimens, or reading detective stories.

Golf, for instance. Large numbers of the medical profession have already become enthusiastic followers of the little white pill.

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(At right) "The Elderly Faun," sculptured by Dr. Fred J. Cotton, Boston. (Below, left) "Narcissus," a wood carving by Dr. Seth I. Hirsch, New York. (Below, right) "Fatigue," by Dr. R. Tait McKenzie, Philadelphia.



Leaves from Physician's

(Continued from December)

February 18

Today, we received begging letters from three different charitable organizations; a request for a contribution to a new hospital where Bob will probably be unable to treat his private patients afterward; four tickets to a Nurses' Benefit card party, and four tickets to a Ladies Hospital Auxiliary theatre party. I don't know anybody in the auxiliary, even by name, so I suppose all doctors' wives in town are on the list.

And there was also a letter from a former patient who has moved out of the city, asking for a copy of the prescription Bob gave her for stomach trouble, and some more advice as to diet. Incidentally, she forgot to enclose a stamped envelope for his reply.

February 20

This morning came a letter from a patient kicking about his bill. When he came to Bob last month he had already been to several other doctors, and he wanted Bob to give him "a thorough examination" and "find out just what was the matter with him." So Bob gave him the thorough examination, made a microscopic urine analysis, and because the man looked anaemic, even did a blood count. I remember Bob hanging over that microscope, calling out "2 poly," and "one transitional" for me to jot them down on paper, long after the patient himself was home and in bed. He came back several times during the month, and said he felt much improved.

But I guess he suffered a re-

lapse when he received the bill the first of February, for he sent it back asking for an itemized statement.

I sent him that, and then he wrote this letter of complaint, because Bob charged extra for that blood count and microscopic urine analysis. He says, "It is my contention that any means the doctor takes to find out what a patient is suffering from is part of the diagnosis. A physician should not charge extra fees for examinations."

Some day I hope all doctors will adopt up-to-date business methods—things like cost accounting and medical credit rating (which I believe is quite different from a business credit rating). As things are now, I wonder if any doctor can compute just how much it costs him to make a call, or to study and diagnose a case, or to outline a course of treatment?

Some patients are in the office ten minutes, while others have to be gently ejected after an hour or so. Some of them need a mere stock prescription, some require a dissertation on personal hygiene, and not a few expect to receive a whole course in medicine before they are satisfied to accept the doctor's advice. But they all expect to pay that same old two dollar office fee.

February 23

We went out sporting last night with Dr. and Mrs. L. We went to the Grotto and ate and danced and had a wonderful time. I haven't danced for so long that my knees felt stiff at first, but I knew this might be my last fling, so I just enjoyed it

the Diary ^{of} WIFE ^a

By Mary
Kinsley

thoroughly. The bill though, including a cover charge, was a shock to my thrifty soul. Yet there were lots of young couples there, mere boys and girls, who seemed to be thoroughly at home. Where do they get the price?

February 25

Bob lost a patient tonight because he wouldn't guarantee a cure. As if any ethical doctor could promise such a thing beforehand! That man is the sort who falls hard for quacks and "pathies". Such people don't appreciate real honesty. They want positive assurances because they are too gullible themselves to realize that those who know the least are likely to promise the most.

February 27

This afternoon we went to see Bob's obstetrician friend, Dr. P. He's awfully nice and declared he was "honored" by our confidence. Everything is fine and dandy, and the baby is due, he says, about the last week in August. I'm afraid having a baby is going to be frightfully expensive—but we have six months yet to save up for the party.

March 1

Started in the month very auspiciously, with a "full house" tonight. The waiting room is crowded; every available chair occupied. And they look like real patients, too, as far as I can judge. I must buy a couple of folding chairs to keep on hand for times like this. Maybe pretty soon we can afford a regular bridge set—four chairs and a table, the kind that can be folded up and put into a corner when not

needed. The trouble is, we have no empty corners. Something seems to be tucked away into every single inch of this apartment.

March 3

Mrs. G. stopped in this afternoon to pay her bill—and stayed an hour. It's all very well to be friendly and sociable, but I could have used that hour to better advantage than listening to a self-centred woman harangue about her aches and pains. However, she has one redeeming feature—she so obviously adores Bob. Thinks he is a wonderful doctor. If she praises him to the neighbors the way she praises him to me, the doctor's stock will go sky-high in the next few months.

March 6

A letter came today summoning Bob to report for jury duty. Of course it's a mistake, for doctors are exempt from such service. I told Bob his medical prestige had not yet reached the courts, for the envelope is addressed "Mr." instead of "Dr."

All the same, I think it would be fun to serve on a jury. You never know what will turn up. As my lawyer-uncle used to say, "There are two things you never can tell about before-hand; whether it will be a boy or a girl, and what a jury will do."

March 7

Bob's college room-mate and his wife are coming here to dinner tomorrow night, so I stopped at the butcher's early this afternoon, to order a crown roast for tomorrow. A crown roast is Bob's notion of a fatted calf; besides,

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Everybody's . .

Photo by Ewing Galloway



THE panic is over. Sanity has returned. The immediate job before us is to make a careful appraisal of the facts in the situation. Before an answer, must come the question. Before prescribing a remedy, we must know something of the ailment.

The average citizen has hastily concluded that we are in for a business depression. He says there is no way to avoid the effects of the ever-recurring business cycle. Reaction must follow action. Pessimism must succeed

optimism. Fear and a loss of faith must come after boldness and a show of confidence.

All of this is open to question. Prophets have been notoriously wrong in recent years. They have shown themselves unable to correctly measure the forces of change. The statement of economic authorities that there could not be another panic was untrue. The common opinion that business must pass through an extended period of depression may be just as greatly in error.

The two factors most largely

(Less scare talk; more work)

.. Business

By Floyd W
Parsons

"We will enter a period of prosperity that will surpass all the eras of good times that were enjoyed in the past. Instead of having exhausted our opportunities and resources, we have hardly commenced to utilize them."

responsible for ushering in times of slack business and unemployment have always been the collapse of some kind of inflation and the subsequent spread of fear and doubt.

President Hoover and his allies have shown rare wisdom in planning and launching their attack upon the chief enemies of business stability. In most of its important aspects, this program of operations to safeguard a normal state of prosperity, is without precedent. Concrete action has been substituted for loose talk. Human psychology has been met with more human psychology. To call the action of the President merely a "sunshine movement" is to show ignorance respecting the practical character and soundly constructive features of the proposals set forth.

Let us therefore refuse to accept the conclusion that we must experience an industrial depression. A recession in business is under way, and there is nothing unhealthy in that. We are all the better for stopping once in a while to take stock of men, methods and machines. No business that has been conducted with due respect for adequate reserves to carry the organization through times of emergency will be seriously hurt by a temporary slowing down of the wheels of production.

The present moment should be

looked upon as merely an opportunity to consummate hundreds of desirable plans that could not be given concentrated attention when trade was booming.

The house-cleaning in Wall Street has been completed in record time. The unstable pyramid of paper profits that overshadowed America's more enduring accomplishments has been swept away.

Now all eyes may be turned to the lasting wealth that has been slowly piled up in the form of better practices, superior materials and more efficient machines. Our increased store of new knowledge and experience has not been destroyed or depleted.

What difference does it make whether stock prices go up ten points or down as many? The bulk of securities is no longer being carried on thin margins. Careful investors who recently purchased stocks on income-yield basis know the futility of trying to catch fluctuations and are not wasting time watching tickers.

Wise people have learned from experience that in a time like the present we have just the reverse of what happens in a bull market—good news is regarded with suspicion and the importance of bad news is overemphasized. Where is there reason for worry
(Turn to Page 93)

"Speaking FRANKLY"

Regular

To the Editor:
I studied medicine with my father, who studied with a progressive of the "Old School". He thought so much of his preceptor doctor that he gave me his name. This same good old doctor was wont to fill his patients full of Hg.c.m. to the point of "touching up the gums" and sometimes loosening the teeth, when ordinary means failed to respond as desired or expected. At that Dad thought him a wonderful medical man; he probably was ahead of his time.

I was graduated from a homeopathic college, and was taught to prepare and dispense my own. But at present I am using many pharmaceuticals, laxatives, diuretics, and so forth, which are not in accord with the system learned in college. Besides that I am doing post-graduate work in electricity, physical-therapy, and orificial surgery, using several of the new chemicals, which are quite efficient. I rate myself Regular with a BIG capital R. My old Mat. Med. teacher would say "mongrel!" H. E. Potter, M. D.

Phone

To the Editor:
In reply to A. L. M.'s letter in the September issue of MEDICAL ECONOMICS to me, regarding his having no telephone and being still in practice, I want A. L. M. to accept my congratulations if he can do business and not have the convenience of a real secretary caring for his calls. I should say he is in a class by himself—and I ought to know—for I am married to a physician and a New York one at that—and any M. D. without a telephone must have "IT" or he could never exist in these days!

I am still in favor of the physicians' telephone bureau—and do not believe that any doctor who has ever had such service could

very well be happy without it. I for one will always root for the New York Telephone Co., as it was a great help to me for my doctors when I had my service in New York. A. L. M., please accept my best wishes for your future without a telephone.

ROSE STRONG.

Crops

To the Editor:
There is a living in the country for the country doctor, but not for the superficially fastidious city doctor, who comes to try his luck.

The former is a man who goes into the country or small town, a man among men, a friend to all who need him, a man who is neither too much business nor too little business for his own good.

The country doctor must also be a little more patient about his collections. His patients are not all paid men whose income is steady and dependable.

Many are people who must depend upon their crops, their live stock, and their growing sons' help for payment of bills. But they are usually an honest group and pay will come eventually.

The latter kind of doctor, the city man with his efficient office assistants and his "office hours" often fails to attract the coun-

Ideas

To the Editor.
It is fine to see Medical Economics growing bigger and better with each succeeding issue; and any doctor in practice who does not find it all meat from cover to cover, surely must be deaf, dumb and blind.

The great trouble with many doctors is that they are

what the readers think

try patient, for they do not trust him.

They like some man whom they can always greet as "Doc" and who never fails to remember their first name no matter when and where he meets them. He too would like to have "office hours" for his work, but he does not thrust his likes on the tired workmen when they succeed in getting into his office at 5:30 after a hard day's work. He does not refuse them service simply because he is hungry or tired. He takes care of them, he accommodates the public.

In return he expects a little leniency from them. Many a call will say, "Don't disturb the doctor if he is resting but tell him 'so and so' as soon as you can."

So, I say, the country doctor must be a country doctor to succeed.

—J. W. T.

Frauds

To the Editor:
I suggest that you undertake a survey similar to your "Prescription Pad" investigation, as to the way physicians have invested their money, classifying the investments and pointing out especially the methods by which they were led into fraudulent or questionable investments.

too timid and too afraid, perhaps, that what they say won't be published. Tell them all to come forth with their ideas and give the publishers a better opportunity to cull out and print those ideas that may be of interest to the rest of us.

J. B. H. Waring, M. D.

It would undoubtedly be of great benefit to the many physicians who are considered "easy suckers".

Undoubtedly there were a number of physicians caught seriously in the latest stock market crash, although I am glad I was not one of them. —L. S.

"Jiner"

To the Editor:
I dispense. Why? If anyone shares his business affairs with all around him he soon has no business of his own. I buy my own drugs, they come *direct*. I do not allow anyone to dictate about my work.

I keep my home and office separate as much as I can. I do not belong to clubs or lodges, am not a "jiner".

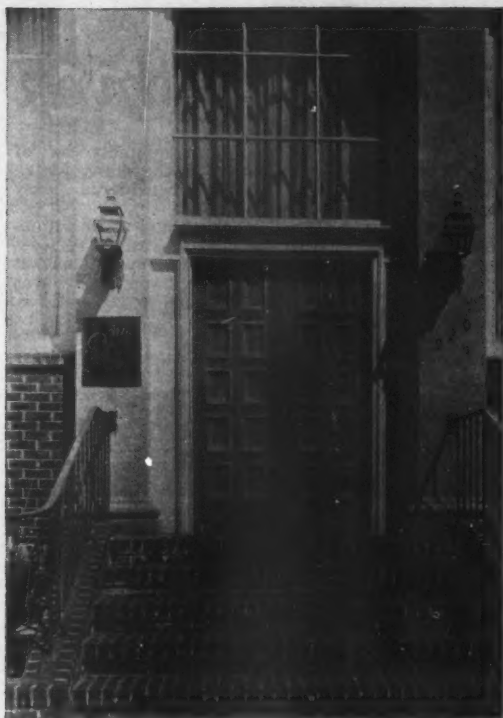
As soon as any physician allows social obligations to encroach on his profession, he is on the road to failure. Let the M.D. maintain his self-respect, do his work, and collect for it, and not become a beggar at the gate of any up-lifter, social clique, lodge, or other organization.

Let him not allow his wife to work for him in any roundabout way. Make medicine his *profession*, and retain his dignity. All this talk about pull is unnecessary; a man can succeed if he will work, obey the laws, and be ethical. —J. M. S.

Pill Case

To the Editor:
If there were no prescription departments a number of physicians now having lean years would be doing a good practice, and the people would be having far better service and better results. I have always enjoyed a large practice and my patients, no matter where they are, invariably write to me for medicine. I carry the largest pill case made. —E. R. P.

(Turn to page 52)



Les

*This
Colonial
entrance
forms a
keynote for
the whole
design of
the
building;
it is
dignified
and striking.*

SAN DIEGO, California, is said to enjoy the most even climate in the world, with an entire freedom from extremes of heat or cold. It is somewhat of a Mecca for sick and convalescent patients from all over the United States, being ideally located amid surroundings of ever blooming tropical and semi-tropical flowers, with the blue sea to the west, and snow-capped mountains in the back country. Seventeen miles south over a paved boulevard is Tiajuana, Mexico.

After many years of practice in downtown office buildings, occupying eight to ten rooms, we realized that it was practically impossible to secure convenient and properly arranged space for the efficient and proper handling

of patients. Near parking space for patients calling at our offices was impossible, and there were daily complaints from practically all our clientele that they were compelled to park their machines many blocks away.

We finally decided that the only feasible way to overcome these disadvantages was to secure a suitable location and erect our own building. After many weeks of search, we located an ideal corner, 110 by 100 feet, in the most exclusive residence and church district, three blocks from the main entrance to our beautiful Balboa Park, and approximately three minutes drive from the business center of the city. We purchased this piece of ground.

There was parking space for

Invalides . . .

An unusual clinic building in San Diego

By Arthur Wells Yale, M. D.

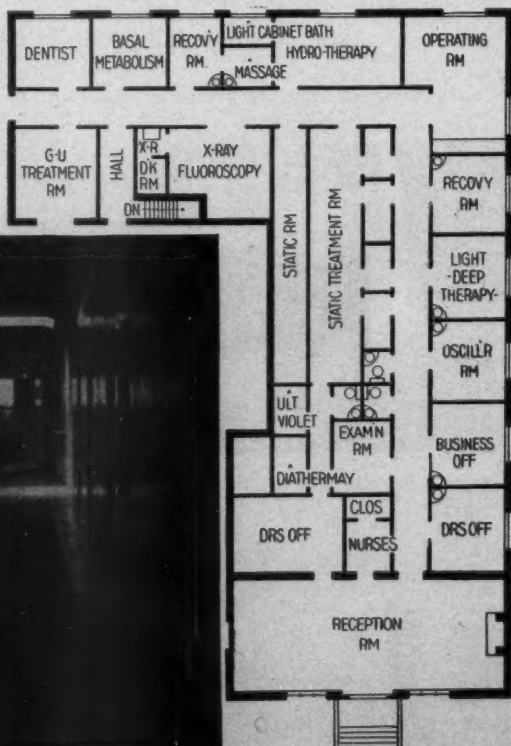
an unlimited number of cars, so one objection was met, and we were then confronted with the designing of a clinic building that would, as nearly as possible, embody all of our ideas and ideals. The final result of our plans and efforts is manifested in Les Invalides Clinic which is now completed and in operation.

The exterior of the building is

of soft colored red brick and cream colored pilasters on either side of the main entrance to the reception room. The face carries the exhortation from Luke, in Latin on the lintel, "Curate infirmos," or "Heal ye the sick." The name of the clinic, "Les Invalides," is from the famous military hospital in Paris.

The building is colonial in de-

Plan of the first floor, and a corridor in "Les Invalides." Notice the rounded ceiling joint and washable surface.



sign, and in the reception room, which is 44 feet in length, 20 feet in width, and has a 20 foot ceiling, we have carried out the colonial idea in detail, the walls being soft cream in color, panelled wainscoting to the height of 5½ feet throughout the entire reception room.

The two front windows are 11½ feet in height and 8 feet in width. There are two large old English copper chandeliers, an old fashioned fireplace and two massive colonial tables, with Windsor chairs and colonial settees and couches. The draperies are mahogany velour. The reception room as completed offers a most cheerful and inviting atmosphere, there being no tone of severity such as is ordinarily found in a medical office.

Immediately off the reception

room is the office of the secretary-nurse, the door of this room being furnished with a glass window, giving a full view of the reception room and entrance. Opening off the reception room is a door into a doctor's consulting room and a door leading into the main corridor. Off the main corridor are doctor's offices, consulting rooms, examining rooms, all conveniently and properly planned for the most advantageous handling of patients.

The clinic is fully equipped with a Hydrotherapy Department of three rooms. In the Static Department, which is taken care of in a room 45 feet in length by 14 feet in width, there are four modern static machines, which in turn are enclosed

(Turn to Page 73)



The operating room and reception room in "Les Invalides."



The charming and restful atmosphere of the latter is due to its pure Colonial design.



For minor tonsillar and pharyngeal infections

A DEPENDABLE preparation that may be recommended without reservation for minor sore throats meets a daily need in office practice.

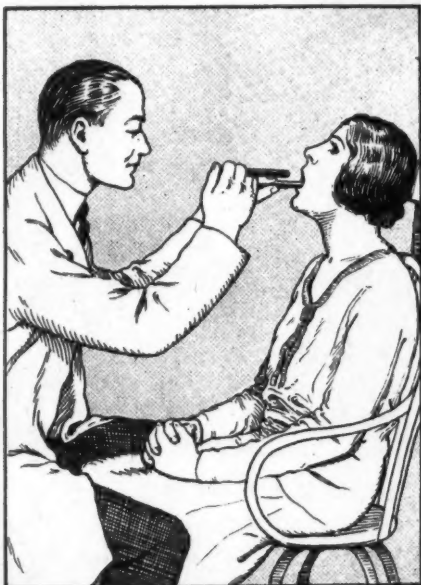
Mistol is an oily solution of menthol, camphor, eucalyptol and chlorbutanol in a base of liquid petrolatum, evolved after long and careful research. To reach the lesion in cases of minor tonsillar and pharyngeal infections, it may be administered by any one of three different routes.

First, when instilled freely into the nose with the special dropper, it trickles into the nasopharynx and spreads to form a thin medicated film over the affected parts.

Secondly, when used full strength as a gargle, it reaches the inflamed tissues direct and its analgesic and stimulating ingredients alleviate pain and promote restitution to the normal conditions.

Thirdly, Mistol may be sprayed into the Bronchial Tubes as a fine vapor with a nebulizer.

Convenience of administration as well as therapeutic effectiveness has made Mistol a frequent prescription or recommendation in the hands of the physician with a busy office practice.



Mistol

REG. U. S. PAT. OFF.

MADE BY THE MAKERS OF NUJOL

Note: This advertisement was written by a registered physician.

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Food Guardians

Photos by Underwood & Underwood

(Opposite page) Representative of the New York City Department of Health inspecting beef; (below) more than 18,000 carloads of citrous fruits are consumed in New York City each year; (at left) the bacteriological examination of milk samples by the plate method.

Continued on Page 86





BAUME BENGUÉ

Pronounced "BEN GAY"

ANALGÉSIQUE

Prescribed by Physicians for over 35 years
for the relief of
HEAD AND CHEST COLDS
STIFF NECK, ACHING MUSCLES,
AND ALL EXTERNAL ACHES AND PAINS

For your patient's protection,
specify Baume Bengue, the
original French Analgesic balm.
in the brown and white box.



THOS. LEEMING & CO., Inc.
101 West 31st Street, New York City

I shall be pleased to receive gratis, triple samples of "BEN-GAY"
the original French Analgesic Balm.

M. D.

Address

NS

GAY

M. D.



They'll Get ^{What} _{They} Want

An Editorial by H. Sheridan Baker

A PROFESSION has lost its job, and is fighting to get it back. I refer to the army of professional musicians who, only a year or so ago, were supplying most of the movie houses with the necessary musical atmosphere. Today, as a result of the lightning success of sound movies, all but a lucky few are sorrowfully watching their instruments gather dust, or else scraping away in Chinese restaurants or basement supper clubs. As a brotherhood they are using full pages in the newspapers to portray the disadvantages of "canned music," but it will not do any good.

I do not consider that the physician is exposed to as much danger of losing his place in the scheme of things as the professional musician. Civilization is not yet at a point where we can take our health with the cool fickleness that we do our entertainment. I mention the incident only because it is the most recent example I can think of to illustrate the great fact that a profession exists to serve the public; not the public to serve the profession. When the public ceases to need or want the services of a profession, or chooses to revise the form in which these services are accepted, then the profession itself is likely to have very little to say about it.

Applying this principle to medicine, it can scarcely be overlooked that we, as servants, are today being ruthlessly surveyed by our dissatisfied employer, the public. The evidence of this is not hard to find. There is the Five-Year Study of the Cost of Medical Care, the growing tendency of industry to assume the responsibility for the health of its workers, the interest of philanthropists in medical service as outlets for their charity, and perhaps surest of all, the popularity of the economics of medicine as a topic for discussion by writers and editors the country over.

Only recently, the *Saturday Evening Post*, read by some millions of Americans, said in its editorial *Mechanized Medicine*:

"In all fields of human activity economic problems, including those of organizations, press for solution

these days. In this respect medicine is no exception. Though vast numbers of people, for one reason or another, do not receive adequate medical attention, the physicians, on the other hand, are finding themselves in an increasingly difficult position. Their education is expensive, an increasing amount of costly equipment is needed, much free work is done and many bills are never collected . . .

"At the same time patients of moderate means are complaining in ever more insistent tones of the cost of medical care . . . What, then is the solution of this difficulty, of this most annoying paradox? Offhand the layman would say that medical practice must go through the same evolution that industry followed a century ago. As the artisan or craftsman gave way to the factory system, so must the medical practitioner. Indeed, there are many signs, whether the doctors like it or not, that something of this kind is beginning to happen. So-called groups, or clinics, and institutions are springing up all over the land. If a doctor is underpaid and a patient overcharged under a system of extreme individualism, the obvious way out would seem to be to temper these rigors by group, or collective, effort. Indeed, the more radical social reformer insists that the true ultimate solution is state medicine—that is, a public system of medicine, precisely as we have public schools now . . .

"We have said enough to indicate the importance of the subject. The problem is a very serious one. Is it possible for individual practitioners, working as individuals, really to care for the health of the country? Valuable as the individual practitioner proved himself to be, there seems a place also for groups and institutions. As in every other branch of human activity, changes of organization are bound to occur. The relation between independent, individual action and reliance on group effort must of necessity vary from time to time in the evolution of society."

SIGNIFICANT words, these, from a significant publication. When an employer has expressed dissatisfaction with services rendered, is it the act of a good and faithful servant to sniff disdainfully and brush the frayed edges of dignity? It hardly seems so. Surely, the wise servant would take counsel with himself and devise a better way of serving.

It may be argued that the public does not know what is best for it. There is, however, a current, and very expressive, phrase to cover this contingency, and it is this: "Sell

him on the idea!" The most successful business men today are neither those who are constantly brushing the frayed edges of their dignity, nor those who yield in every case to the whims of their clients; rather they are the ones who have the good sense to sell their clients on the idea that is best for them.

If, after a thorough study of our part, we conscientiously believe that we are giving the public the best possible service in the most efficient possible manner, and at the lowest possible cost, then it is up to us to do the work of "selling" it. If there is anyway of rendering better service, the profession should find that way, even at the expense of habit or tradition. One thing is certain—the public these days must be given what it wants, or taught to want what is best for it.

To continue the policy of hiding our heads in the sand must eventually lead to an even more severe loss of dignity than anything experienced so far. The responsibility of the case, of course, rests with the leaders of organized medicine, who so far have not shown as much active interest in the situation as many who are entirely outside the profession.

That Dispensing Prescribing Questionnaire

MORE than 10,500 replies have been received to the article "Is the Prescription Pad Doomed?" in November MEDICAL ECONOMICS—and they are still coming in!

In fact, so many of the little white questionnaire reply cards have been filled out and returned that, in spite of diligent efforts, it has not been possible to compile all the results in time for this issue.

Enough of the work of compiling has been done, however, to show that much more than one half of all the physicians who replied, report that they dispense at least partially.

The actual figures are: Of 10,502 physicians, 2,496 dispense exclusively; 4,281 dispense partially; and 3,725 do not dispense at all.

Analyzing this question further, we have the following tabulation:

In communities of less than 5,000	Physicians who dispense:		Not at all
	Exclusively	Partially	
5,000 — 25,000	1429	1367	789
25,000 — 100,000	332	779	632
100,000 and more	204	587	491
	531	1548	1813

So much for the analysis according to population groups. Further analysis is expected to show the proportion of dispensing among physicians in each of four different age groups. Final compilation of the questionnaire will also show the dispensing si-

tuation today as compared with five years ago.

February MEDICAL ECONOMICS will contain the full report.

Some of the more detailed replies will be found in "Speaking Frankly," in this issue.

An Endorsement a Billion Dollars Couldn't Buy

*The great "Lancet"
acclaims Listerine's germicidal
power and safety*

The "Lancet" of London, oldest, most revered and most authoritative of all medical journals, endorses Listerine without reservation.

After conducting its own bacteriological tests, the "Lancet" in its issue of September 21, 1929 printed its conclusions with reference to this great antiseptic.

These conclusions are:

- 1. That the actual number of micro-organisms killed exceeds that claimed by the manufacturers; for 600,000,000 were found to be killed in the 15 seconds time limit compared with the 200,000,000 mentioned by the makers.*
- 2. That the killing time of various organisms is correct.*
- 3. That the antiseptic has been proved to be perfectly safe for use in all body cavities.*

No greater endorsement has ever been given an antiseptic for oral hygiene. Lambert Pharmacal Company, St. Louis, Missouri, U. S. A.

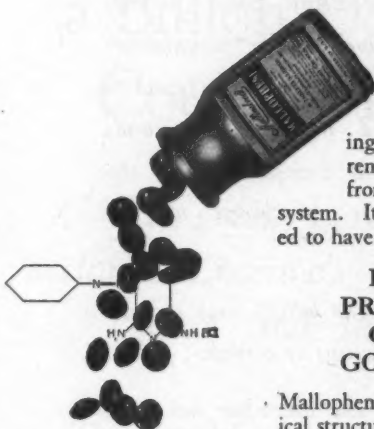
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The Safe Antiseptic

Kills 200,000,000 germs in 15 seconds

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ORALLY administered, Mallophene by its descending antiseptic action, removes many infections from the genito-urinary system. It has been demonstrated to have particular value in:

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Address _____

City _____ State _____

A Secretary Tries her Hand at Collecting

"I believe that, if tactfully arranged, this matter of collecting can fall in part to the secretary"

By Myra Stevens Carr

I ADMIT that it may seem like a radical step for a physician's office-assistant to have anything to do with collections, outside of gathering complete data on the patient, keeping accurate records, and such clerical work. For her to take an *active part*, to become, in fact, her employer's collection representative is almost unheard of. At first glance it may seem to be rather an indelicate scheme, and under certain circumstances it may well be!

With proper understanding and tact, however, there is no real reason why the secretary can not make at least as good a collection representative as some of the hard-boiled operators of the professional collection agencies. At least the arrangement has worked out very satisfactorily in our office and I am glad to set down the story here with the respectful suggestion that other secretaries and their employers give the idea serious thought.

After sending out the bills for the month recently and finding a really astounding total of unpaid balances of long-standing, I made up my mind that something ought to be done about it.

It took quite some talking before I was able to prevail upon the doctor to let me try my hand at collecting. I told him that we had sent bills after bills to these old accounts with no response and that several "follow-up" letters had been written asking for

at least some sort of an answer, to no avail.

I asked if I might run out to a few of these places and see what was happening. The doctor admitted that it could do no harm, and finally, lending me his car and wishing me luck, he sent me out on my first collection tour.

I first went through the files and selected about fifty old accounts that had had numerous bills and letters sent with no post office return. I listed them according to sections of the city which would enable me seeing quite a number of people every day.

Then, before starting, I looked up the telephone numbers, if any were listed, and searched through the city directory for information as to patient's occupation. Several of the accounts I thought might be handled by a diplomatic telephone call rather than a personal visit.

We were quite surprised at the results obtained. A few examples will give an idea of the general situation of "unpaid accounts."

The first account on my list was a small one, only \$5.00. It had been due for over a year. In checking through the city directory I found that these people owned a grocery store. I immediately telephoned to find out what they cared to do about the bill. The man of the family said that he was ashamed that the bill had gone so long and explained

(Turn to Page 49)

When Ultraviolet is indicated

THE unfortunate part of the widespread publicity that ultraviolet radiation has enjoyed is that it has unwittingly impressed many with the idea that this form of energy is a panacea for human ills.

Because of this situation many physicians have become lukewarm on the subject of ultra violet therapy. But they fail to appreciate the fact that the public is quickly learning the folly of self-treatment for any *abnormal* condition. The physician is still the only recognized authority who can determine whether ultraviolet is indicated or contra-indicated in a given condition, and what constitutes correct dosage. For those reasons, the thinking man still turns to his physician for advice and treatment based on a knowledge of what medical science has established.

Are you equipped for ultraviolet therapy? May we tell you about the most powerful source known for artificially produced ultra-violet radiations, to the exclusion of infrared? In other words, ultraviolet radiation for ultraviolet therapy.

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This Month's Free Literature

[A department whose purpose is to help physicians
keep in touch with current literature and samples]

Fever: This instructive little booklet on the reduction of excessive temperature has been completely revised and rewritten. Copies of it are available by writing to: Numotizine, Inc., 220 West Ontario St., Chicago, Ill.

Eskay's Glycero-Cod: Samples and literature are offered by Smith, Kline, and French Laboratories, Philadelphia, Pa.

Samples of Iodotone: Liberal samples of this product are offered physicians for clinical trial, by Eimer and Amend, 205 Third Avenue, New York City.

Collosol Iodine: An interesting brochure on the use of collosol iodine is offered by the Crookes Laboratories, 145 E. 57th Street, New York City.

A Concise List of Pharmaceutical Products: This is the name of a 48-page booklet listing the products manufactured and distributed by the Anglo-French Drug Co. (U.S.A.) Inc., 1270 Broadway, New York City.

Journal of the Outdoor Life: Readers of MEDICAL ECONOMICS are offered a free six months' subscription to the Journal of the Outdoor Life if they will write the National Tuberculosis Association, 370 Seventh Avenue, New York City.

Special Diet Foods: This catalog lists foods and equipment for use in the control of sugar and starch restricted diets, and contains some useful diet charts. Write: The Chicago Dietetic Supply House, Inc., 1750 West Van Buren Street, Chicago, Ill.

New Genito-Urinary Antiseptic: Descriptive booklets and samples of Mallophone, for oral administration in genito-urinary infections, are offered gratis by Mallinckrodt Chemical Works, 3600 North Second St., St. Louis, Mo.

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treatment of pneumonia every hour lost in beginning treatment is to the disadvantage of the patient. Valuable time may often be saved if the physician will carry a small vial of **Optochin Base** (powder or tablets) in his bag and thus be prepared to begin treatment immediately upon diagnosis.


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Tours and CRUISES

for Physicians
and Patients

(The items in this department
are published as a service to
readers and without
charge to anyone)



Europe: Listing 70 different tours offered by Cook's Travel Service. The booklet can be obtained from Thos. Cook & Son, 585 Fifth Avenue, New York.

The Magic of London: An illustrated handbook that tells you how to see London and a few places round about. From: Great Western Railway, 505 Fifth Avenue, New York.

The Ideal Cruise: A tour that includes the Mediterranean, the holy land, and the Passion Play is told about in this booklet published by Simmons Tours, 1328 Broadway, New York.

Alaska: A folder describing the service, and giving fares and schedules between Seattle and the Northland. From: Alaska Line, Seattle, Wash.

Three West Indies Cruises: Colorful literature about the Cunard trips to the Caribbean this winter has been issued by the Cunard Line, 25 Broadway, New York City.

The American Traveler in South America: A regular travel guide with just the information you need if you are thinking of going there. From: American Express Travel Department, 65 Broadway, New York.

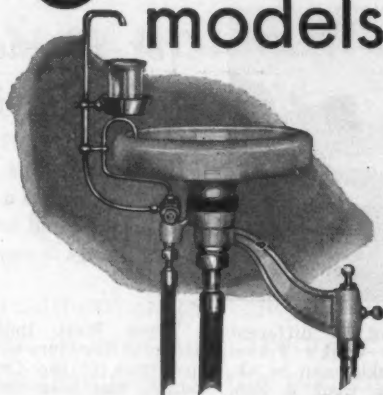
Tour Europe in Your Own Car: This is an immense road map of Europe with a key to all the places you are likely to go through. There is also some information about transporting your car. The International Mercantile Marine Company, One Broadway, New York, will send copies gratis.



When symptoms of nervous irritability make their appearance, as in Hysteria, Spasmodic Contractions, Nervous Indigestion, Menopause Nervousness, Convulsions; Insomnia, due to over-activity of the thought centers, or whenever there are manifestations of over-excitement of the nervous protoplasm, the routine use of BROMO ADONIS No. 1, yields maximum therapeutic results and is the agent of choice. (1)

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Each type cuspidor is available either with or without drinking glass, or saliva ejector attachments.

Write us for catalogue which gives detail description of the various Pelton types—dimensions, color trimmings, etc.

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Wall Bracket Type—Model W

THE PELTON & CRANE COMPANY
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A Secretary Tries Her Hand at Collecting

Continued from Page 43

that it was just through carelessness that he hadn't been in. He worked, he said, most of his working hours in the store and hadn't had the opportunity of getting to the office. He promised, however, to bring the \$5.00 in the next day.

Rather than lose this good chance of collecting I told him that I was driving out that way and would pick it up, to which he agreed with the promise that he would have it ready for me. That afternoon I stopped and collected the \$5.00 which had been hanging fire for over a year and had caused us a waste of much good time, paper and postage.

Others I called were inclined to say that they would be in soon to settle, but I always found it wise to have them definitely set the day on which they would be in or on which I could call to pick up the money. I followed these cases up, and in case the patient did not come in on the promised day, I made it a point to call at the house and see why.

Then with the car at my disposal I started out for a house-to-house visit, striking very good fortune. In one section of the city I found that, nine times out of ten, the patients had moved. The people who lived in this section were the type that would move rather than pay their rent. Upon making inquiries at the next door I was usually able to

get at least an idea of their new location. Frequently it wasn't out of the district.

With such vague directions, as the little brick house on the next street, or, "They've moved to such and such a street but I don't know the number," I Sherlocked-Holmes practically every one.

The battle was half-way won when I had gotten within talking distance of the person who owed the bill.

In some cases the people said they didn't have the money, but in every case of this kind, I was able to find a car in the yard and a radio in the front room. In other cases I discovered people refusing to pay because of some error in their bill. Then it was an easy thing to have them come to the office to talk it over with the doctor and get it settled one way or the other. At least it was better than sending bill after bill to an apparently inanimate wall.

I collected quite a bit of money, but this I did not consider the real result of the few days work. What I was able to do was to get in touch with all these people that had not so much as given us a hint that they were still on earth, and convince them that they really owed the doctor a bill and that he was expecting them to pay.

Many who could not give me money when I called, urged that

Physicians agree . . .

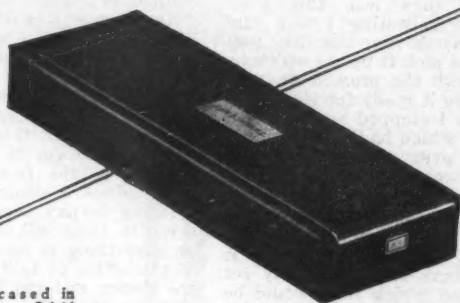
PHENO-COSAN eliminates ECZEMA



Cases reports from all over the United States and Canada emphasize the great value of PHENO-COSAN in the treatment of eczema. PHENO-COSAN'S special emollient base is non-oilaceous, and softens and removes crusts. No bandages are required as it is completely absorbed by the skin, and will not soil dainty apparel. PHENO-COSAN is ideal for infant cases as there is no danger of general absorption of the drug used, nor of any toxic effects. Trial quantities and literature free to physicians.

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Compactly encased in Duralumin . . . Inlaid with beautifully grained genuine leather . . . weighing only 30 oz. . . . The **KOMPAK** model is not only lighter and more durable, but smaller in every dimension and infinitely more portable.

New . . . but the really important achievement is that the **KOMPAK** model is the **HANDIEST** instrument of all . . . handiest to use, carry or put away after use . . . and yet it has our lifetime guarantee against breakage and the absolute accuracy guaranteed to all Baumanometers. The **KOMPAK** model is now on display at leading surgical depots.

Your inspection is invited.



W.A. Baum Co. Inc. - Originators
and Makers Since 1916 of Bloodpressure Apparatus Exclusively
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I return the following week when pay day arrived and they would be glad to give me something on the account. With just a bit of following up, after the personal call, I felt that most of these accounts could be collected.

I found it rather easy to call on these folks, for I knew them all rather personally from seeing and talking with them at the office, and handling their record cards. In return they knew me and in a way I represented the "Doctor" to them. They felt perfectly safe in handing me the money where they would not have to a collector.

I feel that no hard feelings were caused, that we accomplished something in the way of "hard cash," and a great deal more in instigating steady future payments from these people.

From this group of fifty accounts, I should estimate that the chief difficulty in collecting the majority of them was due to the people moving and leaving no forwarding address. Some of this I believe was done on purpose, yet in a number of cases the change in address was not given to the office out of thoughtlessness.

Another important discovery was that this type of person needed "bulldozing" in a nice way. That is, they aren't afraid of a collector—probably they see too many of them daily to fear the usual line of "threat procedure." But when approached by someone in the physician's organization whom they know and

who knows all about the case, they appreciate the fact that the bill is not going to be allowed to comfortably slip out of their minds.

Another thing I learned was that if these people had the money when so approached they were usually glad to pay. If one can learn the pay day of such families, there is a far greater chance for satisfactorily closing the account. When they have money they spend it either for a would-be fur coat or tubes for the radio.

Still others are of the type that do not have checking accounts or cars and find it a difficult proposition to get into the doctor's office when they have the money, and they can't with safety send it through the mail. These people are ones from whom you can usually collect.

I believe that, if systematically and tactfully arranged, this matter of collecting can fall in part to the secretary as one of her official duties.

Who knows better than the person who sends out the statements, gets the histories of patients, and writes follow-up letters, about the accounts in detail? I should think that one afternoon a week out of the office dealing with the matter of collection would easily take care of a number of otherwise dead accounts. Once organized, a few hours' time devoted to this would accomplish a great deal in the way of money and useful information for the files.

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BROOKLYN, N. Y.

Supplied through Dealers only

“Speaking Frankly”

Cont. from Page 29

Pharmacy

To the Editor: I am interested in the subject brought up in the November issue, “Is the Prescription Pad Doomed?”

There is much to be said on both sides; I think it depends a good deal on the personal equation of the physician as it does on other factors.

To begin with, when you talk about a physician doing his own dispensing, what exactly does that imply? Does it mean he “puts up” prescriptions in the same name as a pharmacist, or does he just “hand out” pills and ready compounded mixtures?

The latter form of dispensing is, as a matter of fact, a compromise. Most compound commercial tablets contain a plurality of drugs, and are remembered by the physician in terms of what they are supposed to achieve clinically rather than what basic drugs they are actually composed of. For instance, “Coryza tablets”, “gas eliminants”, “digestive tablets”, “cough tablets”, etc. How many of us actually know the individual drugs, let alone their proposition in such compounds? Consequently, when we dispense

such medicines to our patients, we do so without the critical knowledge of the value of any particular drug that patient needs, rather on the general principal that such a pill or tablet will probably meet the case.

In other words, we allow the manufacturer to think for us—yes, and even prescribe for us.

Another factor to be taken into consideration is the cost of medicines to the patient. A drug store usually charges a pretty high price for filling prescriptions. Some even are exorbitant, and not consistent with the intrinsic value of the products dispensed. A patient who spends \$2.00 for an office call, and then another \$3.00 or \$6.00 to have the prescription filled perhaps finds that being a man of means is an expensive luxury. Consequently what does he often do? He goes to the druggist in the first place and asks him to diagnose and prescribe for him. Of course this is illegal, but nevertheless, it is being done every day—often to the detriment of the patient and loss to ourselves.

Again Mrs. Jones, who has had



Trust Fund on Deposit

Reported by Lawyer Hayward



DOCTOR drew a draft on a patient and delivered it to an Oklahoma bank for collection.

“I’m merely putting this in for collection, and not as a deposit,”

the doctor told the bank, and, to make assurance more than sure, he wrote on the draft, “not to be treated as a deposit, and the proceeds to be accounted for to me, and not to be mingled with the other funds of the bank.”

The bank notified the patient, who was one of its depositors; he gave the bank a check for

the amount of the draft, and at that time his balance credit was sufficient to pay the check and leave a comfortable surplus, but, before the bank paid the doctor, the Bank Commissioner took charge of the bank and the assets thereof.

“The bank was merely acting as my agent, and I am entitled to claim the money as a trust fund in the hands of the bank or in the hands of the Bank Commissioner, as the case may be,” the doctor contended, and the Supreme Court of Oklahoma ruled in his favor.

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Quick Relief..

These two words accurately describe the effect of the antacid BiSoDoL in relieving sour stomach, acid eructations, nausea and vomiting.

Because of its balanced formula, in which there is a combination of the sodium and magnesium bases with bismuth, anti-flatulents and flavoring, BiSoDoL neutralizes excess of acid without, however, tending to set up an alkalosis.

There are many conditions, apart from acid stomach, in which you can prescribe BiSoDoL with excellent effect. Cyclic vomiting, the morning sickness of pregnancy and conditions associated with hyperacidity have shown quick response following the use of BiSoDoL.

Write for sample and literature

THE BISODOL COMPANY

130 Bristol Street NEW HAVEN, CONN.

Dept. ME-1

BiSoDoL

The "Cure"

may sometimes prove
worse than the disease

This frequently applies where massive doses of single alkalis are used in gastro-intestinal conditions associated with hyperacidity.

By employing the carefully balanced alkalinizing agent — BiSoDoL — more satisfactory results are usually obtained from lower dosage and there is less danger of setting up an alkalosis.

BiSoDoL is giving prompt relief in such conditions as "sour stomach," cyclic vomiting, the morning sickness of pregnancy and various digestive disorders associated with hyperacidity and acidosis.



a bottle of medicine that has "done her stomach so much good" will pass it around to Mrs. Smith and her other neighbors for apparently similar complaints, and the druggist reaps the benefit of "refills". The patient often is doctoring herself for something which she really has not got, thereby constituting herself both as a diagnostitian and prescriber, with the economic loss of valueless medicine—at least for her particular complaint.

On the other hand, the physician who dispenses his own drugs knows that medicine cannot be refilled at all without his sanction, and he does reap some financial returns for his repeats. Also he usually can and does charge less for his dispensed medicines than the druggist would in filling his prescriptions for the patient.

Under the circumstances I think a combination of prescribing and dispensing is the best practice. Certain conditions warrant a particular drug which is not met with in a made-up commercial tablet or draught, and, exhibiting something that "might do just as well" is a pernicious habit which is very easy to fall into.

Of course, a reputable druggist is a godsend. Substitution is so common among many druggists that it is a serious factor to be considered; likewise diagnosing and treatment by the same class is most reprehensible—but none the less common procedure—especially in G.U. work. If the

trend is towards individual dispensing, I think the druggists have for the most part themselves to blame. They are very ready to condemn us for dispensing, but why should they usurp our prerogative of making a preliminary diagnosis and doing the necessary prescribing, to the grief of the patient in most cases?

—H. F. W.

Business

To the Editor:
In your valuable little publication recently I noticed an article on "The Girl Behind the Desk", written by a Veteran Patient.

I take no exception to that article; it is particularly good, but as a Veteran Wife of a Doctor, I see another aspect of this subject. For the sake of the Girl—the Doctor—the Doctor's practice and the Doctor's wife—one other question should have been discussed, and here it is.

However devoted and competent the girl is (both good qualities) she should maintain her personality and social existence as an entirely social entity, and keep a business position on a purely business basis. How often that is *not* done!

A competent, successful, and honorable physician who has practiced for 30 years assured me that the office girl almost invariably became infatuated with the man employing her. I have seen just that occur to the detriment and embarrassment of everyone concerned, time and time again.

There's no use to ignore the

Add Colonic Therapy to your Practice

The Schellberg Apparatus is a highly scientific and professional equipment, designed to meet all requirements of asepsis and sterilization. It is flexible in its delivery and mechanism.

Models for offices, hospitals, and home use.

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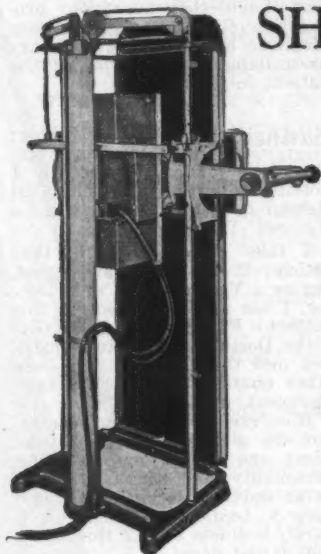
172 Chambers Street,

New York City

New Model "A"



The New WAPPLER SHOCK-PROOF Fluoroscopic Units



SAFETY from high tension shocks is insured to patient and operator by this latest Wappler improvement. The standard radiator type X-Ray tube is enclosed in a lead-lined protective chamber, mounted between the halves of the transformer. There are no high tension leads, therefore shock is impossible.

This means more than safety from shock. It means better fluoroscopic results, because the operator is free to concentrate on his work, without any necessity for caution.

Another important advantage of these improved Wappler Fluoroscopic Units is the fact that should it become necessary to change the X-Ray tube, the operator is not deprived of the use of his apparatus while he waits for an expert to come from the factory. The tube is not immersed in oil, therefore the operator can change it easily and quickly.

These important improvements are embodied in three new units: the Wappler Vertical Fluoroscope, the Wappler Horizontal Fluoroscope and the Wappler Motor-Driven Universal Fluoroscopic Table.

Write for Bulletin 113-16.

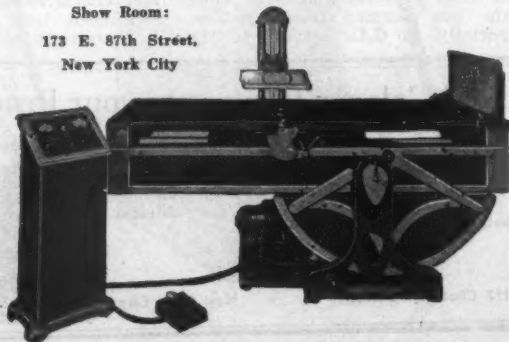
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General Office and Factory:
Long Island City, N. Y.

For examination of the patient in both vertical and horizontal positions, the Wappler Motor-Driven Universal Fluoroscopic Table is of great advantage. In those cases in which it is necessary to observe the actions of the organs as the table is tilted from one position to another, it does away with the necessity of an assistant to manipulate the table. In a tilting table, absolute protection from shock is especially important.

Show Room:

173 E. 87th Street,
New York City



fact, or "laugh it off". The doctor should assume the major responsibility of keeping "infatuated devotion" out of the office, and needs to be warned to do so.

The actual or aspiring office girl should be cautioned as to hours kept, attitude toward her employer, and urged to maintain a few interests and human contacts entirely outside the office and its personnel.

If she heeds she will go further and be happier.

VETERAN WIFE.

Continue

To the Editor:

I enjoy your publication thoroughly, but have noticed one thing that irritates me—when you start reading an article you have to jump through the entire book to follow it up. Take the November issue, for instance. The first article started on page 9 and then jumped to 117 and concluded the magazine. Several stories are broken up in three or four parts to be scattered throughout the book.

Why not start and finish an article on the succeeding pages?

—G. D. F.

Editor's Note: In deciding upon the present mechanical make-up of MEDICAL ECONOMICS we had both the reader and the advertiser in mind. We feel that the system of using continuations gives us the opportunity of presenting an interesting display of material in the front portion. These pages are the front windows of our text matter. If, after reading the first page or

two of an article, the reader does not care to continue to a later page, he has only to turn the page to reach an entirely new article, and if he does wish to continue he has only to turn to the page indicated and then to follow consecutively through to the close of the article.

In turning from the front to the back, one is able, almost invariably, to read through from page to page without further continuations.

Schools

To the Editor:

Your card on dispensing - prescribing I have filled out and am returning. Perhaps an opinion on the general subject of practice will not be amiss at this time. What strikes me at once on your card is the recognized and broadly used terms of "allopath, homeopath, and eclectic". Inasmuch as the present and usual method of Modern Medicine is entirely different in practice, it seems to me that a new term descriptive of the method of today should be chosen.

Our schools of graduation or methods first learned have had to be revised. Whatever one may call his method, he treats a case according to whether it is an emergency, whether or not surgery is indicated, or organo-therapy, or a serum vaccine, etc. Each of these methods is descriptive and no school can claim priority or exclusiveness in their practice. It seems to me that in the United States there is an inclination to the practice of Ra-

DANISH OINTMENT

(TILDEN)

The approved 24-hour treatment for
SCABIES

Price per pound \$1.28.

Price per dozen 2-oz. jars \$3.00

A trial will convince you.

(Physician's sample free upon request)

Prepared only by

THE TILDEN COMPANY

Pharmaceutical Chemists since 1848

New Lebanon, N. Y.

St. Louis, Mo.

Increased Weight

The Addition of Ovaltine to the regular diet may turn the scales.



MANY physicians are finding that with under-nourished, under-weight youngsters, the addition of Ovaltine—the health food-drink—to the regular diet is the one thing needed to get the youngsters' weight and general physical condition on the upward swing.

Ovaltine, rich in growth promoting vitamins and mineral elements, is a bal-

anced food-drink, so palatable that not only the youngsters but the oldsters love it too.

Let's send a regular size package to your home address. Maybe someone in your home needs Ovaltine.

THE WANDER COMPANY, Dept. M.E. 1
180 No. Michigan Avenue,
Chicago, Illinois

Please send me, a regular size can of
Ovaltine FREE.

Dr.

Home address.....

OVALTINE

tional Medicine. The Rational Physician practices according to the best methods recognized at present, be the remedy surgery

or medicine, chemical or animal products, homeopathic or physiological. Any term is not conclusive in its choice. —J. C. B.



Leaves from the Diary of a Physician's Wife

Continued from Page 25

we can have the remains for Sunday's dinner. (Bob is a lamb about eating left-overs; although once he did say I remind him of the man who had chicken twice a week—chicken one day, and chicken feathers the next.)

Frank, the butcher, is still in the hospital, and the fellow who is taking his place tells me he is in pretty bad shape. I didn't want to hear the gory details (I get enough of that at home), but I certainly hope he pulls through. Many a canny bit of wisdom about meats and cooking I've picked up from Frank in the past few months. When I was married I couldn't tell a piece of cross rib from a Frenched veal chop; so I used to go to the butcher shop and watch other women buying their meats. Frank was always so jolly and friendly, and knows most of his customers by name. Invariably when I came into the shop he would say, "Doctor pretty busy these days?" And of course I would answer, even when Bob hadn't a single patient on his list, "Yes, indeed, frightfully," or, "Too busy to suit me!"

March 10

Poor Bob staggered out of the

office tonight, exhausted after battling for half an hour with a three-year-old youngster who just wouldn't let him examine her throat. The child screamed and kicked and bit like a little wild animal, and her hysterical mother was no help at all. It wasn't a question of pain, for Bob wasn't hurting the child. He coaxed and wheedled and finally scolded—and then the mother flew into a rage, gathered up her abused offspring and marched out of the office, without paying the doctor. She's probably our enemy for life, just because Bob spoke severely to her "poor sick lamb."

That mother is storing up trouble for herself, when that child develops a serious illness. A refractory patient makes a poor recovery, and a spoiled child sickened is a most unpleasant problem. Perhaps the mother is the kind who scares her child with threats of sending for the doctor (or the policeman), when she is naughty.

March 11.

Frank is dead. Two women

Use

ANGIER'S EMULSION *to*

Soothe respiratory irritation, relieve congestion and

ALLAY THE COUGH INCIDENT TO

INFLUENZA, BRONCHITIS or COLDS

The petroleum content will also maintain normal bowel functions and overcome Intestinal Auto-Intoxication

Trial Bottle free to physicians

ANGIER—BOSTON 24, MASS.

The Importance of a Balanced Diet with Maltine WITH COD LIVER OIL

NO MATTER how carefully you plan a diet, you cannot obtain best results when your patient lacks appetite. Today, we know that Vitamin B plays an important part in stimulating appetite. Research workers are emphasizing its importance in the diet.

It has long been known that the regimen must be balanced in its content of proteins, fats, sugars and minerals. It is now recognized that the vitamin content must be evenly balanced. And when Maltine With Cod Liver Oil is prescribed not only do you supply a generous quantity of Vitamin B but also Vitamins A and D. Since orange juice contains Vitamin C, this combination gives an abundance of these four vitamins.

A leading biological chemist has definitely established the presence of these four essential vitamins in this palatable combination of Maltine With Cod Liver Oil and orange juice. Therefore, Maltine With Cod Liver Oil, taken in orange juice, provides adequate assurance that your patient secures them in his diet.

Clinical tests prove that Maltine With Cod Liver Oil is much more palatable than plain cod liver oil no matter how much the latter is disguised. It is easily administered and readily digested even by infants. It is a preparation accepted by the Council on Pharmacy and Chemistry of the American Medical Association. The Maltine Company, 20 Vesey St.,

New York
Established
1875.



were crying in the shop when I stopped in today to get a steak for Bob's dinner (I'm not eating meat these days, myself). The other butcher told us he left a wife and four children. Well, if Frank had been a doctor (he told me once that as a boy he had wanted to study medicine), those four children would be worse off than they are now. At least, they inherit a butcher business, which has a definite money value. But a doctor's family, which inherits only a "practice", is worse than penniless.

March 13

Bob took out some more life insurance today.

March 14

The cleaning woman couldn't get here this week, so she sent one of her neighbors. I'm worn out tonight, after dragging her through the weekly cleaning.

Incidentally, she broke one of Bob's cherished glass doctor signs in the front window, which naturally didn't endear her to me at all. The bay window looks lopsided now, with only one sign. Those glass plates are frightfully expensive, and Bob had a job getting just the kind he wanted—easy to read, but small and unobtrusive. I remember how proud we were the first night we put them in the window.

March 16

Maybelle G. came to consult the doctor this morning (she's an old flame of Bob's). She complained

of head noises and a pain in her ear, so as a preliminary Bob syringed out her ears. He says it was a regular excavation job. Poor Maybelle was so mortified when Bob showed her the ugly big chunks of ear wax in the basin. She is always scrupulously clean and neat, a regular old maid, and the thought of having such dirty ears horrified her. Oh, fie, fie, Maybelle!

March 18

Took down all the sash curtains yesterday and washed and ironed them myself—ten pairs. Now I've got a blister on my hand from the iron handle. If Bob gets a mere scratch on HIS hands he makes a horrible fuss, he's so afraid of infection. But when I get a huge blister on MY hand, he scolds me, instead of sympathizing. Still, he has to admit that nice clean curtains are an improvement. Doctors' homes should be spotless.

March 19

An awfully nice young man came in this morning, just after Bob left. He was so sorry to miss the doctor, for he too is studying medicine, and is selling magazine subscriptions to help pay his way through college. He seemed surprised that I did not know him—he was brought up in this neighborhood, and his mother is the stout lady down the street, he says, who takes a little white dog out walking every day.

I told him I never saw him before, and I don't recall the white

HYPERTENSION

Successfully relieved with Tilden's

HAIMASED

An agreeable, non-irritating aromatic solution representing 2½ grains Sodium Thiocyanate to each fluid dram.

Prepared only by

THE TILDEN COMPANY

Pharmaceutical Chemists since 1848

New Lebanon, N. Y.

St. Louis, Mo.

Sample and Literature to Physicians on Request

For The Doctor Who Wants Better Hypodermic Operation

VIM hypo units—any VIM Emerald Syringe fitted with a VIM Stainless Steel Needle—are for the doctor who wants more reliable hypo operation. By "more reliable hypo operation" we mean maximum freedom from (a) rusted or corroded needles, (b) syringe leakage and backfire, (c) misfit syringes and needles.

VIM hypo units are composed of the time tested VIM Stainless Steel Needle and the VIM pressure proof emerald glass syringe (see cut). VIM Needles and VIM Syringes fit each other with a micrometer accuracy—as tight as human skill can produce. Used together, they form the VIM Unit—your assurance of the trouble-free, tight, smooth operation your work demands.

Ask your dealer to send you a VIM hypo unit specifying needle and syringe size desired. Use it in your daily work. Test it under every condition. If it does not prove entirely satisfactory, your dealer will refund your money without question or quibble.

Mail Coupon For Free Booklet

If you are interested in the newest advances in instrumentation, mail the coupon for a copy of the revised edition of "New Advances in Technique." This important brochure contains complete descriptions and illustrations of such recent developments as VIM Stainless Steel Suture Needles, the VIM outfit for local anaesthesia, Scannell Outfit for whole blood transfusion, and a score of others. Monographs on technique free on request.

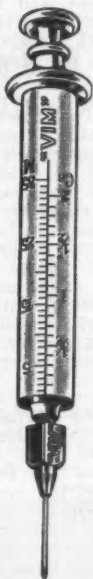
MacGregor Instrument Co.
Needham, Mass.

Send me a copy of the revised edition of "New Advances in Technique."

Name M. D.

Address

Instrument Dealer



dog, but then I haven't lived in this neighborhood very long. Anyway, a doctor's waiting-room can always use magazines, so I gave him two dollars for a three years' subscription. That was quite a bargain for us, and helped him at the same time.

Bob hooted when I told him about it later, and declared the fellow had sold me a gold brick. But I insisted it was all right, and told him he ought to be glad to help a nice boy work his way along. "That's not work," he shouted, "that's stealing pennies from a kid."

Anyway, if Bob is right, and the magazine doesn't come, I'm going after that stout mother of his with the little white dog.

March 22

A woman patient came strolling in this morning, about half past eight. "I know I'm early," she said, "but I hadn't anything to do at home, so I thought I might just as well wait here for the doctor, so I'd be first."

Bob was just finishing shaving (he isn't a very early riser, and hadn't even had his breakfast). "There's a monstrosity in the waiting room," I whispered through the bathroom door, "a woman with nothing to do!"

"Gosh, hand her a dust cloth and let her get busy," was his advice. I had already given the waiting-room and office a before-breakfast dusting—what Grandmother used to call "a lick and a promise," but there are always a million jobs crying to be done around this place in the mornings.

I wonder what it would feel like to have nothing to do? Bob says I wouldn't like it a bit.

March 25

Young S. came in tonight to pay his bill. He had appendicitis last month, and Bob sent him to the hospital. He came out of the hospital a week ago and is back at work again, but looks pretty wobbly.

(Turn the Page)

Antitoxins — Vaccines

**All Brands of
Biological Products
in Refrigerator Storage**

**Orders for Biological Products
given immediate attention.**

Wire or Phone Your Orders

C. F. ANDERSON CO., Inc.

212-214 S. SEVENTH ST.

MINNEAPOLIS, MINN.

SURGEONS NEEDLES

1/2 Circle Cutting Edge



N 1832 R \$1.50 Doz.

INTESTINAL NEEDLES

1/2 Circle Taper Point



N 1823 R \$1.50 Doz.

CATGUT NEEDLES

1/2 Circle Trocar Point



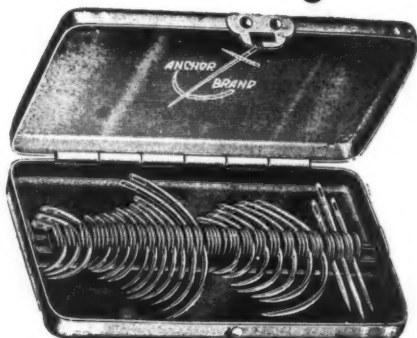
N 1826 R \$1.50 Doz.

STAINLESS Steel



Special Introductory Offer

This Splendid Nickel Case FREE with 2 doz. asst. Needles—**\$3.00**



Illustrations are actual size — Order FREE SAMPLE on

CATGUT NEEDLES

1/2 Circle Round Point



N 1824 R \$1.50 Doz.

EYE NEEDLES

N 1830 R \$2.50 Doz.

INTEST. NA...

N 1828 R \$1.50 Doz.



Surgeon's Needles

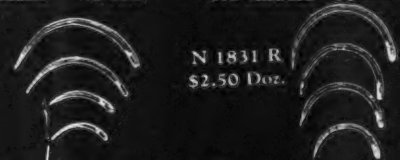
Rust-Proof
Acid-Proof
Heat-Proof
Wear-Proof

Tough
Rigid
Sharp
Resilient

Dependable in emergencies.
 Will not bend or break in
 use. Inexpensive.

Order some for a Trial today
 LE on Request

NEEDLES $\frac{3}{8}$ Circle EYE NEEDLES $\frac{3}{8}$ Circle



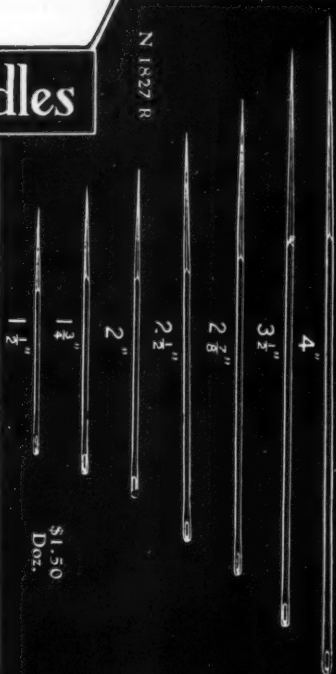
TEST-NAL NEEDLES Taper Point



N 1827 R

STRAIGHT ABDOMINAL NEEDLES

Triangle Cutting Point

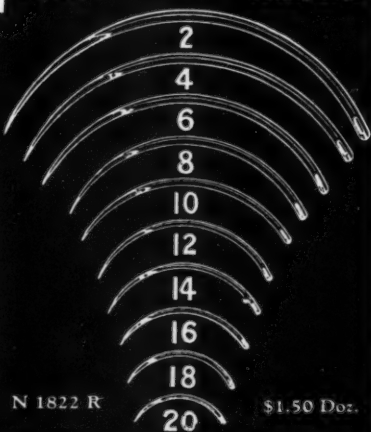


\$1.50
 Doz.

SURGEON'S NEEDLE

$\frac{3}{8}$ Circle

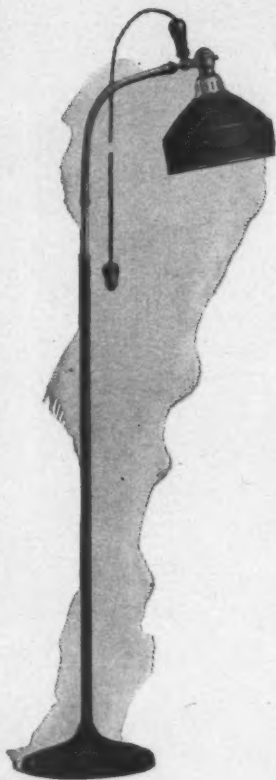
Cutting Edge



N 1822 R

\$1.50 Doz.

"ZOREX" Portable Floorstand Lamp



This lamp is the ideal instrument for either local or general radiation.

Specially adapted for office treatments.

The base is sufficiently heavy to keep it from tipping and yet it is not bulky or cumbersome; black enamel with nickel trimmings.

Finished in crystalline black enamel with nickel trimmings.

Price \$25.00

C. F. ANDERSON CO., Inc.

212-214 S. SEVENTH ST.

MINNEAPOLIS, MINN.

"I want to square up your bill, Doc," said he (it was for only two visits prior to going into the hospital), "but Dr. R. will have to wait a while, till I scrape together two hundred dollars."

"Why not borrow it from your father?" Bob suggested, for he knew the elder Mr. S is well-to-do.

"I don't see why my father should pay for my operation," protested the young fellow.

"And I don't see why a stranger should pay for it," Bob commented. "You're not asking your father to pay for your operation, but just to lend you the money temporarily. As long as Dr. R isn't paid, you are practically demanding the loan from a stranger."

I wish Bob could be as eloquent when it comes to collecting his OWN bills!

March 28

I've watched all week for the little white dog, but haven't seen him yet. And no magazine has come, either. Gosh, suppose that young fellow really did cheat me? He had such nice, honest eyes, and he was studying medicine, too—wanted to be a surgeon, he said.

March 29

Today is the second anniversary of our engagement party, and Bob promised to be home early for lunch, to celebrate. I made popovers, and had his favorite liver and bacon—and he comes walking in at two o'clock! By that time I was in tears and the popovers were in the garbage pail. When I accused him of having dawdled

AN OPPORTUNITY exists for an American medical practitioner who has qualified in France, to purchase an established practice and become the only American practitioner on the fashionable Riviera. The present owner, who wishes to retire, has enjoyed a practice amounting to as much as 200,000 francs annually, and has found that the increasing number of Americans who visit the Cote d'Azur makes the presence of an American physician more necessary and profitable each year. Please communicate with Dr. B. Sherwood Dunn, 54, Boulevard Victor Hugo, Nice.

FOR INVALIDS



The Sedgwick Invalid Elevator, designed for the use of those who cannot or should not climb stairs, is installed in old or new homes, is absolutely safe, easy to operate and costless in maintenance. Installations have been recommended and indorsed by physicians throughout the country.

Our illustrated Booklet No. 153 will be gladly sent on request. Write to Sedgwick Machine Works, 159 West 15th Street, New York.



SEDGWICK
Dumb Waiters - Elevators
FOR ALL PURPOSES

A New Way to Treat Gastric Hyperacidity

Acid Adsorption

vs.

**Chemical
Neutralization**

*Form this acid
adsorbing gel
in the stom-
achs of your
hyperacid cases*



ALUCOL

(COLLOIDAL HYDROXIDE OF ALUMINUM)

THE introduction of ALUCOL—a true colloidal type of hydroxide of aluminum—by the Wander Research and Chemical Laboratories marks a new advance in the treatment of gastric hyperacidity.

ALUCOL acts by colloidal-chemical adsorption, not by chemical neutralization. It combines *colloidally* with the excess of gastric HCL to form a colloidal gel in the stomach. This gel acts as a

carrier of the excess of acid and removes it from the system.

As ALUCOL does not neutralize the acid, it does not hinder or prevent proteolytic activity.

Clinical reports show ALUCOL to be remarkably effective in gastric and duodenal ulcer and other conditions characterized by high gastric acidity.

Alucol is issued in tablet and powder form.

The Wander Company

180 North Michigan Avenue

Chicago, Illinois

THE WANDER COMPANY.

180 No. Michigan Ave.,
Chicago, Ill.

Dept. M.E. 1

Please send me, without obligation, a container of ALUCOL for clinical test, and brochure on "The New Colloidal Ant-acid."

Dr.

Address

over his calls, he flared. "How do you think I practice medicine? 'Stick out your tongue, here's your prescription, two dollars please, good bye.' Believe me, I've got to put a lot more time and energy into each case than you seem to realize. I can't rush in and out again in five minutes—even to please my wife."

He's right, of course. But two years ago he wouldn't have let any old patients interfere with keeping a date with me. I guess a doctor's sweetheart and a doctor's wife are two different persons.

March 31

Bills again. One advantage of sending monthly statements is that I get to know most of Bob's patients by name. It means a lot to a woman, I should think,

(Continued in February)



Making New York "Health-Examination Conscious"

Continued from Page 12

propaganda has been conducted by various organizations and social agencies outside the medical field. Organized medicine has supported and supplemented these efforts. Now, however, organized medicine, for the first

time in the history of New York, is to carry on a short but intensive campaign of its own, directed to educating the public to periodic health examinations by the family physician.

"The object of this drive is to acquaint the general public with



The ROCHESTER

ETHER VAPOR & SUCTION APPARATUS

PRESSURE

The sturdy pump quietly delivers a steady stream of air for all spraying or blowing operations. Escape valve and gauge permit regulation.

SUCTION

A powerful suction pump, properly safeguarded, insures against clogged lines. Suction bottles are of extra large capacity to prevent overflow.

The Max Woche & Son Co.

Surgical Instruments and Supplies

29-31 W. Sixth St.,

Cincinnati, O.

Substituting a Harmless Fermentation for DISEASE-PRODUCING PUTREFACTION



IN the normal colon, Nature protects against harmful putrefaction of wastes by promoting the growth of such protective germs as the *B. acidophilus* and *bifidus*.

Given the right kind of soil, these benign organisms thrive and flourish. The experiments of Distaso, Torrey, Rettger and others, have shown that Lactose and Dextrin are by far the foods of choice for encouraging the growth of these protective germs in the colon.

Best results, however, are found to be secured by a combination of these two carbohydrates in the form of "Lacto-Dextrin."

Lacto-Dextrin *Is Not a Drug*

but a food with a medicinal effect. The full story of its use alone or, in obstinate cases, combined with the bulk and lubrication-giving plant seed, *Psylla* (*plantago psyllium*) is fully described in the interesting book, "The Intestinal Flora."

Send for your copy and also for clinical trial packages today.

Mail Us This Coupon Today

The
**BATTLE CREEK
FOOD COMPANY**

Dept. ME-1, Battle Creek, Mich.

Send me, without obligation, trial tins of Lacto-Dextrin and *Psylla*, also copy of treatise, "The Intestinal Flora."

NAME (Write on margin below.)
ADDRESS

the necessity of periodic health examinations by their family physician. The Committee is utilizing every medium at its command to further this cause. Sufficient funds are already on hand to carry out an extensive educational program. The plan of the campaign, briefly, is as follows:

"1. Posters urging health examinations will be displayed in schools, settlement houses, factories, drug stores, hospitals, physicians' offices, shops, etc.

"2. Speakers will address clubs, churches, social organizations and factory groups. A number of radio addresses are also being arranged for.

"3. Literature in the form of leaflets and bulletins will be distributed through the schools, social agencies, churches and industrial organizations. One million leaflets will be distributed through the public schools alone. The cooperation of the Board of Education has been secured.

"4. Department stores and other large advertisers will carry notices in their newspaper insertions, calling attention to the campaign.

"5. Mayor Walker will issue a proclamation declaring November to be Health Examination Month. A great amount of newspaper publicity has been prepared in connection with this event.

"6. An essay contest will be conducted by the high schools throughout the five boroughs on periodic health examinations, and

prizes will be awarded to the winners.

"7. On November 6th a special meeting open to the public will be held at the New York Academy of Medicine. Among the speakers will be Dr. William Gerry Morgan, President-elect of the American Medical Association, and Commissioner of Health Dr. Shirley W. Wynne."

On October 27th an advertisement appeared in the New York Times and several other newspapers announcing the campaign to the public. Its headline is significant of the whole advertisement: "10,000 Doctors in the Five Counties of Greater New York Are Prepared to Offer the Public Health Protection by Means of Modern Scientific Health Examination."

Early November saw the putting into action of plans which had been prepared during October. Material was being released to the newspapers in a constant stream, and what is more, it was being used. Leaflets telling the health examination story in simple terms were distributed to schools, neighborhood organizations, physicians, industries, hospitals and clinics, for redistribution to the public. Posters were placed in schools, doctors' offices, drug stores, and elsewhere, as were the counter cards also.

School officials cooperated efficiently in the redistribution of material, the city administration helped enormously through a Proclamation by the Mayor set-

WHOOPING COUGH



Try vaporized Cresolene for the stubborn paroxysms of whooping cough. The vapor of these cresols of coal tar is antispasmodic, soothing and antiseptic. The treatment is not disturbing to the patient and is preferably employed at night when rest is most desired.

Recommended for 50 years as a dependable remedy for paroxysmal cough and dyspnea as in bronchial asthma, catarrhal croup and whooping cough.

VAPO-CRESOLENE CO.

62 Cortlandt Street, New York City Miles Building, Montreal, Quebec

The Standard Effervescent Saline *since* 1895



SINCE 1895 Sal Hepatica has been the approved laxative and cathartic for flushing the intestinal tract and for promoting internal purification, without creating a condition of tolerance.

It is also the ideal treatment to alkalyze the system. It is efficient, palatable, reliable and a preparation that the practitioner can well recommend.

(Samples for clinical purposes.)

Sal Hepatica

BRISTOL-MYERS CO., 75 M West Street, N. Y. C.

ting November as Health Month and through the lending of Health Department support, churches gave the campaign prominence from the pulpit, industrial and business organizations did their share, and the physicians themselves gave the campaign meaning by their active support. A special meeting of the New York County Society was called on November 18th, with a program designed to help the individual doctor prepare himself to render a full health examination.

The Committee's Bulletin, issued approximately at 10-day intervals, traced the course of the campaign. Their tenor throughout was Success; they recorded enthusiasm from the doctors and interest from such individuals as Dr. Ray Lyman Wilbur.

November, 1929, New York's Health Month, closed with millions of people definitely "health-examination conscious", and the profession itself unified and strengthened as it could have been through no other single activity.

Here are the men who made up the Greater New York Committee of Health Examination: Dr. A. J. Rongy, *Chairman*; Dr. Iago Galdston, *Secretary*; Dr. Frederic W. Bancroft, Dr. Eugene L. Fisk, Dr. S. Dana Hubbard, Dr. Otto H. Leber, Dr. Orrin S. Wightman, Dr. Linsly R. Williams, Dr. Alec N. Thomson, Dr. William J. Lavelle, Dr. Louis A. Friedman, and Dr. A. E. Bernstein.

In the staff who worked under Dr. Galdston in the execution of the campaign, there are the conspicuous achievements of Miss Ruth Maier, in charge of publicity, and Mr. Samuel W. Craig, production executive.

And though the drive was of but one month's duration, the work will extend itself through 1930 in the post-graduate education of many physicians on pre-clinical medicine. The momentum of public interest is ex-



What Shoe ?

"What shoe will best aid in relieving and correcting many conditions of foot pain, fatigue and even organic troubles resulting from ill-treated feet?"

Obviously it must be a shoe that will comfortably support the weakened foot in proper position. At the same time it must have flexibility to allow the foot to exercise and thus regain normal strength and function. It must conform to the natural shape of the foot, providing ample room for the tread of the foot and the toes.

The Cantilever Shoe fulfills all these requirements. A number of physicians have reported that many patients find *instant relief* in Cantilever Shoes.

If you wish further information on the corrective features of the Cantilever Shoe, we shall be pleased to furnish you with an informative brochure, "The Feet and Their Relation to Anatomical Disorders." Please write to Cantilever Shoe Corporation, Department J1, 410 Willoughby Ave., Brooklyn, N. Y.

CANTILEVER SHOES

pected to prolong itself indefinitely, even to grow of its own volition.

What campaigns will follow as sequel, this year or next, is not

possible to say at the moment. It is safe to predict that this will not be the last effort at making the public "health-examination conscious".



That Phone Call Charge

Continued from Page 14

sistant. She produced the patient's record card. The items comprising the bill were as follows:

5 calls at \$5.00.....	\$ 25.00
1 office call.....	3.00
9 phone calls at \$2.00.....	18.00

\$ 46.00

I made a note of the items, and returned to the home of the patient. The young parents examined the statement, and then looked at each other with very thoughtful smiles. They were evidently running over in their minds the events relating to the case. When they spoke, there was no resentment toward the doctor. While they expressed surprise and some chagrin at the amount charged for phone calls, there was no criticism of the doctor for making a charge for such calls. Their criticism was rather turned toward themselves for failing to understand the doctor's methods.

The comments made by the boy's mother were particularly interesting.

"Most of these calls," she said,

addressing her husband as she scanned the statement, "were made at the doctor's request. Nearly every time he called he would ask me to report to him by phone. I just supposed that he was so interested in the case that he wished to hear from us each day. It is a good thing our boy improved so rapidly, or we might have gone broke just giving the doctor favorable news over the telephone. I admit I got a little pleasurable kick from making these reports, but never dreamed they were costing two dollars per kick!

This statement shows five calls. We did not tell him when to call or how often, but I feel certain that he only called when he thought it necessary. I have perfect confidence in our doctor. It is unthinkable that he would make an extra call just to collect an extra fee. These telephone calls, practically all of them made at his suggestion when there was no necessity and little occasion for making them, are a bit puzzling to me. I think I should feel better to have the doctor review them, not so much

Mistura Creosote Comp.

(KILLGORE'S)

Meets all the requirements of the creosote treatment in

TUBERCULOSIS

As it retards the progress of the disease, prolongs the life of the patient and aids in final recovery.

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55 West Third St.

NEW YORK



When the Hemoglobinometer
registers below 75% as
in the CHLOROTIC TYPE

 *Ferruginous Ampoules*
(FRAISSE)

The action of FERRUGINOUS AMPOULES (Fraise) in *chlorosis* is undoubtedly due to two factors: (1) as material for building up hemoglobin and for the formation of an iron reserve, and (2) a specific stimulant effect on the cells which produce the hemoglobin.

Most cases of *chlorosis* readily respond to the hemoglobin regenerating action of Ferruginous Ampoules (Fraise), the condition of the blood being not alone corrected, but subsidiary phenomena, such as edema and gastric disorders, usually disappear owing to the restoration of the hemoglobin to an adequate level.

Ferruginous Ampoules (Fraise) insure prompt therapeutic action, since the active ingredients become fixed immediately and directly in the hematopoietic organs and

in the liver, where they serve as a gradual and permanent stimulus to hematopoiesis.

Ferruginous Ampoules (Fraise) are recommended for *subcutaneous* or *intramuscular* injections and are especially indicated in those cases where the stomach is peculiarly susceptible to the irritating effects of iron when administered *per os*. Ferruginous Ampoules (Fraise) spare the digestive system and go straight to the blood stream with a minimum of discomfort and with maximum therapeutic effect.

Dosage: Inject (subcutaneously or intramuscularly) the contents of one ampoule daily for twelve days. Then allow an interval of five or six days, after which another series of daily injections should be given.

In the Clinical Picture R_x Ferruginous

HARE reminds us that in spite of the att
value of iron as a remedy in secondary me
ments have been carried out in recent years
tiating the fact that *the best hemoglobin in*
istration of iron. CONYBEARE (A Textbook of
vital factor in the regeneration of fresh orp

That FERRUGINOUS AMPOULES (Fraisie)
stimulate the germinating capacity of the blood-form-
ing organs, especially the bone-marrow, is evidenced
by the marked improvement following their use in the
management of the *secondary anemias*.

In the *chlorosis* of growing girls and young women,
FERRUGINOUS
AMPOULES
(Fraisie) are distinctly
beneficial. FERRU-
GINOUS AM-

NEUROSTHENIC AM

Contain the same dosage of methin
supplied by Ferruginous Ampoules (F
may be administered *subcutaneously*, i

Indicated in the various neuroses, sexual toni
upon influenza, pneumonia and other infir
nerve functions, and all conditions due to a

The General Picture of Anemia in Iron Ampoules (FRAISSE)

the attacks which have been made upon the
erythremia, a number of authoritative experi-
ment years (Jour. Biol. Chem., Oct., 1927) substan-
tiate the improvement was caused by the admin-
istration of Medicine, 1929) also points to iron as a
factor in the erythrocytes.

IRON AMPOULES (Fraissee) are equally valuable, when ad-
ministered with other indicated remedies, in the
anemia frequently associated with rheumatism, chorea,
syphilis, chronic malarial affections, neuralgia, tuber-
culosis, especially in children, and in the early stages
of the pulmonary form in adults; also, in cachexias

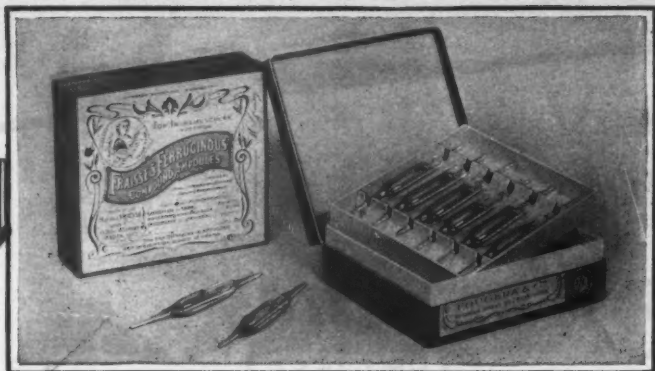
IRON AMPOULES (Fraissee)

of strychnine, arsenic and phosphorus as
Ampoules (Fraissee), but without iron, and
administered, intramuscularly or intravenously.

sexuality, those nervous sequelae subsequent
to infectious diseases, insomnia based on disordered
functions due to a disturbance of the nervous equilibrium.

in which there is more
or less anemia with de-
bility and a general lack
of tone in the tissues.

(Turn the Page)



(Continued from Third Page)

In all "run-down" conditions characterized by loss of appetite and by sluggishness of body functions, even when anemia is not a predominant symptom, a course of **FERRUGINOUS AMPOULES (Fraise)** will serve to "tone up" the system and add zest to the body functions.

Mail the postal card for a trial box.

FORMULA:

Each Ferruginous Ampoule contains cacodylate of iron (gr. $\frac{1}{6}$), combined with cacodylate of strychnia (gr. $\frac{1}{120}$) and sod. glycono-phosphate (gr. $\frac{1}{2}$).

Boxes of 12 ampoules and 50 ampoules of 1 c.c. each.

LABORATOIRES FRAISSE
Master Ampoule Makers
PARIS, FRANCE



American Agents:
E. FOUGERA & Co.
INCORPORATED
41 Maiden Lane, New York, N. Y.

to have them eliminated from the bill, but just to make sure the doctor intended charging for them."

I returned to the doctor's office, where he called his assistant as he examined the items I exhibited.

"This looks like a good many phone calls," he said to his assistant. "I only seem to remember one when I was called rather frantically at three o'clock in the morning."

"I think that was the only one you answered," replied the assistant.

Further investigation developed that as the calls came in, slips were made out showing the calls, and later assembled for the monthly billing. When it further developed that the charges were made, presumably, in compliance with a recent rule adopted by the medical society providing for a charge of \$2.00 for telephone calls, the doctor appeared a bit bewildered.

"I was present when that rule was adopted," he told me, "and thought at the time it was a very good one. I still think so. Everybody these days has access to the telephone. It is essential, in a practice like mine, to make free use of it. Without telephone contact between me and my patients I could not handle my business. There would not be time enough."

"But for a number of years there has been a growing abuse of the physician's telephone. It seems that few patients take very much delight in the payment of doctor's bills, and many of them

are willing to resort to ingenious devices to secure free medical advice. The use of the telephone avoids personal contact with the doctor with its resulting fee. The telephone is a necessary adjunct to the practice of medicine, but practicing medicine over the telephone is good for neither patient nor doctor. It is, of course, impossible. The rule adopted by the society was directed toward the abuse, and not the proper use of the telephone.

"Take the matter of personal calls. We make many such calls at the request of patients which are not warranted. These, we cannot control. The number of voluntary calls made involves an important question of professional ethics and calls for a very strict interpretation of the physician's highest ideals. This is particularly true where we are basing our professional fees on a par visit basis. The phone call rule, adopted to correct a specific abuse, should be invoked only to make such correction. It must be administered with the same consideration for the ethics and ideals of the profession as the personal call rule.

"I have for years, as my practice increased and additional demands made upon my time have been made, resorted to the telephone to conserve the increasingly valuable hours. To have my patients call in and report conditions seems to give them an opportunity to relieve some of the pressure sickness creates. Such calls act as a sort of safety valve



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for anxious minds and hearts, making it easier to await the personal call. It has become a rather fixed habit with me to ask them to call by phone and report. It is a time saver.

"The fee rule was not meant to include such calls, but was designed as a weapon which the physician might use against certain bad practices. It is a sharp edged weapon, and never was intended to be brandished in every direction, slashing every patient within reach. Rather it should be used like a surgical instrument. Each case should be carefully diagnosed. Such diagnosis should be made at the time the call is received, each physician or assistant taking the call applying the rule according to the principle adopted in the particular office. The application of the rule might differ somewhat in each office, but it should not be a hit or miss affair. The application of ethical principles may not be the same in every office, but standards, generally, are high. The rule as to telephone charges must maintain them."

The doctor freely admitted his error in the particular case, blaming himself as much as his assistant who charged the items. We are not concerned further with the story, but rather with the principle it illustrates.

We may say that the assistant was dumb, the doctor careless, and brand the whole tale as a grotesque application of loose office practices!

But somewhere between the practice of the doctor who pays no attention to telephone call fees and that of the doctor of our story lies a sane and sensible administration of this fee rule. Shall a fee be charged the frantic mother who calls to tell the doctor her child is choking on a bone and before the call is completed advises that the child has coughed and the crisis past? What of the family which forgets directions, and calls a dozen times a day to inquire the meaning of minor developing symptoms? What of the patient who

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This product is Zonite liquid, and it may be prescribed with confidence by the physician in his daily practice. Its use is indicated wherever germicidal action is required upon the skin or accessible membranes of the human body. The value of the active principle, sodium hypochlorite, has, as every physician well knows, been thoroughly demonstrated. Its value in medical practice is well established. Zonite presents this active agent in a standardized, stable solution.

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We fully guarantee that all of the statements made on the label and literature accompanying the Zonite package are in accord with the requirements of the Federal Food and Drugs Act, and such rules and regulations as have been established by the Bureau of Chemistry of the U. S. Department of Agriculture, in connection with the enforcement of this Act. May we send you a bottle of Zonite and professional literature?

ZONITE PRODUCTS CORPORATION
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insists upon a long listing of ailing details, flanked by a dozen senseless questions?

It would be presumptuous for me to answer. I do not know, however, that these questions are already before most of the larger societies, and must, sooner or lat-

er, be taken up for serious discussion in the smaller county associations.

If this article has made the reader think on the subject, and, perhaps prepared him a little better for such discussion, it has served its purpose here.



Les Invalides

Continued from Page 32

in a sealed room 45 by 60 feet. The connections for treatment of patients are made by means of terminals through the walls of the static rooms. Immediately opening off the static room is a battery of six treatment rooms for light therapy, the diathermy rooms, and a special examining room accessible to the doctors from the main corridor.

At the extreme north end of the building there is a completely equipped room for major operations. This room is 24 by 20 feet with the north wall all glass, giving a perfect northern light, and an auxiliary skylight furnished with three 500-watt lights for night work.

The X-ray Department includes working room and treatment room. The Metabolic Department comprises two rooms with all modern equipment for metabolic work and a complete laboratory for blood chemistry, etc. The G. U. Department occupies space at the extreme west end of the building. Also opening off main corridor is a dentist's office.

The building is equipped with inter-communicating telephones whereby any department can communicate with other departments through the office of the secretary-nurse.

Our signalling system is unique and is in the form of colored lights in each department. The secretary-nurse, by operation of switches on her desk notifies the doctors in the different rooms by the color of light displayed, whether there is a patient waiting, whether they are wanted in the office, or whether they should answer the telephone. This system takes place of the buzzer or bells which are always most annoying.

The building itself is 46 feet in width, 106 feet in depth with an L at the north, 80 feet in length and 48 feet in width, the building having a floor space of 6,200 square feet. With grounds and equipment it represents an investment of more than \$100,000.

At the front and sides of the building there is an old fashioned garden with tropical and semi-

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Magnesia-Mineral Oil (25)

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Each table-
spoonful contains,
Milk of Magnesia
(U.S.P.) 5iii
Liq. Petrolatum
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is acceptable to the patient because it is a pleasant, permanent, uniform, unflavored emulsion. It does not disturb digestion. In gastro-intestinal hyperacidity its action is bland and effective. Indicated in gastric or duodenal ulcer, in colitis and hemorrhoids. In stasis cases, accompanied by constipation and auto-toxemia it unloads the intestinal canal and helps to bring about more normal bowel movement.

Indicated also before and after operation, during pregnancy and maternity, in infancy, childhood and old age.

AN EFFECTIVE ANTACID MOUTH WASH

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Generous sample and literature on request.

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tropical plants and shrubs, old English Ivy, etc.

In conclusion we feel justified in saying that we have as the result of our planning and work, a most advantageous location, a beautiful building, and an efficient arrangement of the various rooms and departments. The several thousands who have thus far inspected the building, are hearty in their praise.



The G. P.'s Place in Obstetrics

(Continued from Page 21)

dire results, has abandoned that branch of practice.

Most young physicians, after completing a general internship, are compelled to begin practise at once. They must earn a living. How are they going to receive thorough clinical *experience* in obstetrics? (They do not get it in most hospitals).

At present, their opportunity lies in being fortunate enough to become connected with an experienced obstetrician, in taking a six months' internship in a lying-in hospital or in going to Europe for further training. How many can afford the latter two methods?

Further, I am told by those who have taken such courses, an internship in an American lying-in hospital consists essentially of delivering a large number of normal obstetric cases, and; if the attending man be especially generous, in applying low forceps and delivering a very few of such cases. In cases of major import he is graciously allowed to assist the attending accoucheur and to watch his movements and listen to his words of wisdom.

Still, he is expected to go out into the world and do these operations without *actually* having done any of them. To one who has not already attempted the same performance, watching another perform an operation means little more than reading a descrip-

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Send me large size tube free.

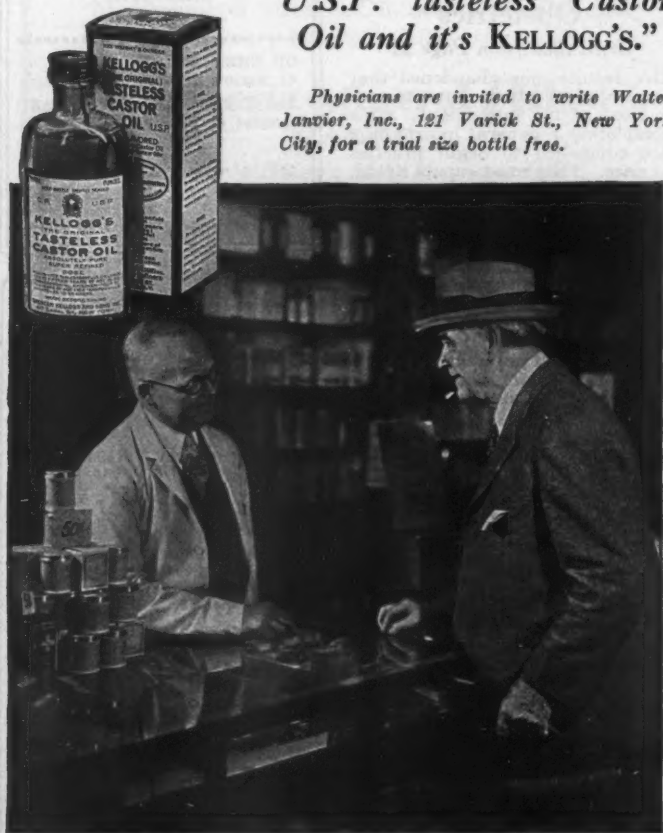
M. D.

Mutually Satisfactory

DOCTOR: *"You sent the patient Kellogg's tasteless, of course?"*

DRUGGIST: *"Of course. There's only one U.S.P. tasteless Castor Oil and it's KELLOGG'S."*

Physicians are invited to write Walter Janvier, Inc., 121 Varick St., New York City, for a trial size bottle free.



tion of it. One must go abroad to attain *real clinical experience* and not mere clinical observation. But how many can do this?

While the obstetricians of this country seem to have fallen into the habit of decrying the work of the general practitioners, obstetrically speaking, they are making no apparent effort to remedy the situation except in speech. Is it because they wish to discourage others from working in this specialty so as to have this practice revert to them? Such a selfish motive may be the incentive in some cases but probably not in most.

However, they close the doors in hospital staff meetings, where they discuss their mistakes and attainments, to all but those who have been fortunate enough to attain certain training before beginning their practise, excluding many earnest men who will continue to practise obstetrics even though not invited to sit with the self appointed elite.

Such earnest men are denied the help and improvement which might be theirs through contact with the more specially trained men. The specialists are delighted to display their attainments and skill before visiting physicians in the operating room (it is excellent and ethical advertising!) but they do not offer them any practical experience. They are too absorbed in their private work and in furthering their own experience to wish to share it with others who may be in greater need of it. Visiting

physicians, in search of knowledge and experience, will find that they are invited to look and listen but not to participate. And still, there is no way of really learning except by participation.

As long as American obstetricians, who conduct free clinics in obstetrics, do not allow participation it will be necessary to go to Europe for worthwhile training in obstetrics. As long as such a condition exists it is perfectly obvious that the scientific level of obstetrics in this country will remain on a low level.

If the many obstetric specialists who are appealing for more scientific practice of their art are truly sincere in their spoken desire they can accomplish it largely within their own ranks. Those who have free clinics under their direction should use them to improve the work of those who can not take long special courses either here or abroad. Short courses of one, two or three months should be offered where the seeker for *experience* may find it.

Such physicians will, ordinarily, be well grounded in abstract obstetrics else they would not be endeavoring to improve themselves. As soon as they show evidence of the ability to do so, they should be allowed to test their judgment as to procedure in pathologic cases and be allowed to perform major operations under supervision. In no other way can they obtain proper, supervised experience and in no quicker way can the scientific level of obstet-

Physicians are finding that—

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are a reliable Vaginal Antiseptic and Prophylactic, and an efficient Deodorant.

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Are relieved, and in most cases complete disinfection of the urinary tract is established by the prompt use of

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Diuretics and increased fluids should be avoided during treatment

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ries be raised. Short, intensive and practical courses would undoubtedly be utilized by a host of practitioners who could not entertain even the thought of a long course either here or elsewhere.

Such procedure would not be as easy for the clinician as the modern method of having well-trained assistants who are accustomed to the clinician's methods and procedures but it would be of inestimable value to the future mothers and unborn infants and would be a demonstration of sincerity on the part of the obstetricians who are deploring the mortality rate and belittling the ability of the general practitioner in the practise of this specialty.

As society is constituted, the majority portion of obstetric practice is always and must be conducted by the general practitioner. If he is deficient (and the cost of deficiency is measured in mortality and morbidity), he must be educated. If he is to be educated, education must be provided in such form that he can avail himself of it. If such an education is to be provided, obstetric specialists must provide it. If obstetric specialists are sincere in their assumption of altruistic motives, they will provide it.



The Partnership Problem

Continued from Page 17

after the termination of a reasonable length of time.

* * *

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(Executive in charge of Specialists' Department)

1. THE assistant will help in all cases when needed, and will take care of work assigned to him. He will handle the night work and country calls in inclement weather.

3 Properties are essential

for the successful treatment of hemorrhoidal symptoms.

CLINICAL experience has shown that for the successful treatment of rectal inflammation a suppository should be antiphlogistic, mildly astringent and non-irritating. The thoroughly-tested formula for Unguentine Rectal Cones assures all these qualities.

The experience of a great number of physicians, covering a long period of years, has demonstrated that Unguentine Rectal Cones quickly soothe rectal burning, smarting and itching. When the case is not too far advanced, clinical experience shows they can effect permanent relief.

We believe you will find Unguentine Rectal Cones of great value. They are packaged in boxes of twelve. We should be glad to send you a trial box without cost.

Address Medical Department, The Norwich Pharmacal Company, Norwich, N. Y.

Each Cone Contains:

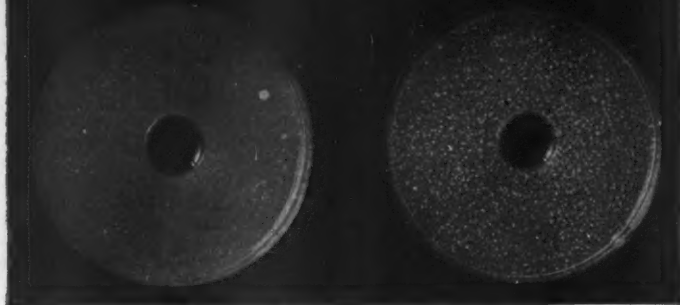
Alum Compound (non-irritating)	3 grs.
Ergotin	1 gr.
Ammonium Sulphochthylate	¼ gr.
Ext. Belladonna	½ gr.



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INTERDIGITAL RINGWORM

From the laboratory come suggestions for its control



Inhibited Growth of Ringworm Organism by use of Absorbine Jr.

Agar + 10% blood serum *Trichophyton rosaceum* (ringworm).

Growth of Ringworm Organism Without Absorbine Jr.

Agar + 10% blood serum *Trichophyton rosaceum* (ringworm).

THE surgeon general, U. S. Public Health Service, recently issued this statement:

"Probably at least half of all adults suffer from ringworm at some time."

To the physician this means that half his patients may be suffering from this minor ailment, often without mentioning it.

All doctors will agree that the control of interdigital ringworm (often referred to as "athlete's foot") is desirable, if only to prevent lesions.

A logical aid in this control is revealed in the laboratory tests shown above. Here the antiseptic, Absorbine Jr., inhibits the growth of the ring-

worm organism in the petri dish (at left) to a distance of 1.3 centimeters from the central cup. The laboratory report says "Action on the blood serum — none," showing that this antiseptic is harmless to tissues.

In the test illustrated, 0.1 cubic centimeters of Absorbine Jr. was used. In tests using 0.3 c.c. and 0.5 c.c. the growth of *trichophyton rosaceum* was completely inhibited.

With interdigital ringworm practically epidemic, these tests indicate Absorbine Jr. as a logical aid to the physician in bringing his cases under control. A sample will be sent upon request. Address W. F. Young, Inc., Springfield, Mass.

Absorbine Jr.

2. The assistant is usually allowed two weeks' vacation with pay yearly, a half-day off each week, with no office hours on Sunday except for emergency work. Throughout the year, if occasion arises for the assistant to attend meetings or courses which will be helpful to him in his work, the employer is usually glad to arrange for him to go.
3. The employer provides the office and all equipment, with the possible exception of hand instruments.
4. The employer may offer salary and percentage, gradually increasing the percentage until it is 45%. Perhaps he begins with 10% the first year, increasing by 5 each year. In this way at the beginning of the eighth year the assistant will be receiving 45%. If the junior member wishes to buy into the practice earlier, the price of a half-interest could be determined according to the amount of earning, value

of equipment, good will, etc. (See "What Is a Practice Worth?", *MEDICAL ECONOMICS*, April, 1929) and at the end of the year he might pay out of his savings a fixed sum and the balance in monthly payments with interest.

5. The value of an assistant depends on his training, experience, and adaptability. A young man of good education, having not less than a year of graduate work, might be started at \$200 a month, plus 10% of the net profits, the salary to decrease \$25. monthly each year, and the percentage to increase 5% each year.
6. The agreement may be terminated by either party on sixty days notice.
7. The contract would contain the stipulation that the incoming man should not, if connection is severed, set up in practice within a radius of five miles of the city during a period of three years.
8. In case of the death of the

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DUAL ATTACHMENT

The chestpiece is fitted at ONE SIDE with a PHONENDOSCOPIC DISK for general use, and at the other side with a small chonite bell for intercostal spaces.

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Listener can change it from one side to the other instantly (indicated by arrows). Especially advantageous in confined positions.

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By revolving the chestpiece to certain angles with the tubes the volume of sound can be graduated at will.

Every adjustment is effected without any unscrewing or taking apart.

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When it is a case of convalescence!

When it is a case of debility from overwork!

When it is a case of infant feeding!

When it is a case requiring calcium ingestion!

When it is a case of fever!

When it is a case of neurasthenia!

{ Avoid milk-borne infection
prescribe a milk which is free from
pathogenic bacterial! Dryco is
easily digested; always fresh; re-
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vitamins unimpaired and is free
from pathogenic bacterial : : : : }



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THE DRY MILK COMPANY, INC., 15 PARK ROW, NEW YORK, N. Y.

younger member while on salary, no settlement would be due his estate. If he had acquired a partial interest, his family would receive compensation according to the size of his interest and its value. In case of death of the older member, the younger would be allowed to buy the practice if able to do so. If not, the best plan would probably be for him to take in a partner who would purchase a half-interest.

(Executive in charge of general physicians' department)

1. Unanswered.
2. From four to six weeks are often scheduled for the vacation period, with the understanding that from two to four be spent at a clinic.
3. All office expenses are furnished by the senior member, the appointee being expected to furnish only his living and personal expenses.
4. Unanswered.
5. Quite often the owner of a practice takes a young man in with him on a salary basis, this appointee having the right to leave on thirty day's notice if he does not find the association congenial, and he also being subject to dismissal on the same notice if his services prove unsatisfactory. Usually the young man just out of school has no money to invest, and the fact that he is able to look forward to a partnership arrangement in the not distant future has an encouraging and steadying influence on his youthful enthusiasm. Too, it inspires confidence in the public. Most young physicians are anxious for and appreciative of an association with a more experienced man. They realize that being on a salary basis and having no overhead has many advantages over hanging out their shingle on their own while waiting for a practice to build up.
6. Unanswered.

(Turn the Page)

Thialion

is a dependable agent to prescribe in rheumatism, gouty conditions, biliousness, constipation and wherever there is evidence of acidemia or decreased alkalinity.

Literature on request

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or wherever an

Aseptic,

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Anti-Catarrhal,

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is indicated

Mu-col-ize

Thousands of physicians say Mu-col is the most useful aseptic wash they ever used or prescribed. It is a quickly efficacious, nicely balanced, economical saline-alkaline powder, easily soluble in water. Use it in dermatoses, scalds, fetid breath, sore throat, cleansing membranous areas, etc. Get YOUR test sample NOW.

FREE 1½ Gal. Test Sample.

THE MU-COL CO., 168 E. Tupper St.
Buffalo, N. Y.

You may send me 1½ gal. Test Sample of Mu-col free.

Name..... M. D.

Address

7. Frequently the appointee is required to sign a contract agreeing not to practice within a fair radius, either independently, or as the assistant of another physician for five years, if the contract is cancelled for any reason.
8. Unanswered.

* * *

(The Director)

1. Usually the junior member is required to do the country driving—if any—and the night work. However, I have known of cases where the senior man preferred to take care of most of the night calls.
 2. While a great many assistantships do not offer leaves of absence for study, a great many employers require such study. Vacation periods are usually from two to four weeks, the most frequent being two weeks.
 3. The junior member usually provides such items of equipment as his stethoscope, sphygmomanometer, etc.
 4. and 5. The most advisable way to begin with an assistant is on a salary basis. Even when the employer is 99% certain that the man he selects is the right man for a future partnership, it is better that he arrange a probationary period on a salary basis. If he arranges a percentage basis, it should be a guaranteed amount, which is the same thing as a salary.
- So often young men will frown with misgivings upon a position that offers a percentage basis. When a man has found out what he can do and has made a start, it is time enough to discuss percentages. Frequently the men who are thoroughly experienced and have specialized a great deal will

only consider the latter arrangement. But as I understand it, we are here considering only the young man entering general practice.

When a man is not able to buy, the employer will often engage him on a salary basis, and instead of giving him an increase in salary later on, he will let this be applied toward buying over a share. A fifty-fifty percentage, or a full partnership, is not reached until after two years at the very least.

6. If two men are not compatible, neither will make a success of the practice; so the contract should be so arranged that if they do not find themselves working in accord, the business arrangement can be cancelled. Thirty to sixty days is the proper period of notice.
 7. Some members require that a man sign a contract agreeing not to establish a practice within a definite radius for a period of three years at the least and five years at the most. There is another way, however, which seems to me the best plan I have ever heard of in this connection. It would certainly seem to solve any such problem.
- It is this: A successful surgeon, located in a small town, keeps his office so up to date, his equipment so modern, and his library so complete, that an assistant who might decide to go in for himself would very probably select a place where there would not be such competition. All this has cost the surgeon many thousands of dollars, but he is protected from any eventuality such as this question suggests.
8. Unanswered.

To relieve "sour stomach," heartburn, eructations and other discomforts of gastric hyperacidity

ALKA-ZANE
may be safely prescribed.

Liberal trial quantities and literature upon request.

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Full-Automatic Heat Control" gives you greater Sterilizing Safety
Send us your name and we can tell you why

*World's Largest
 Line of
 Sterilizers*

CASTLE

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 Rochester
 N. Y.*

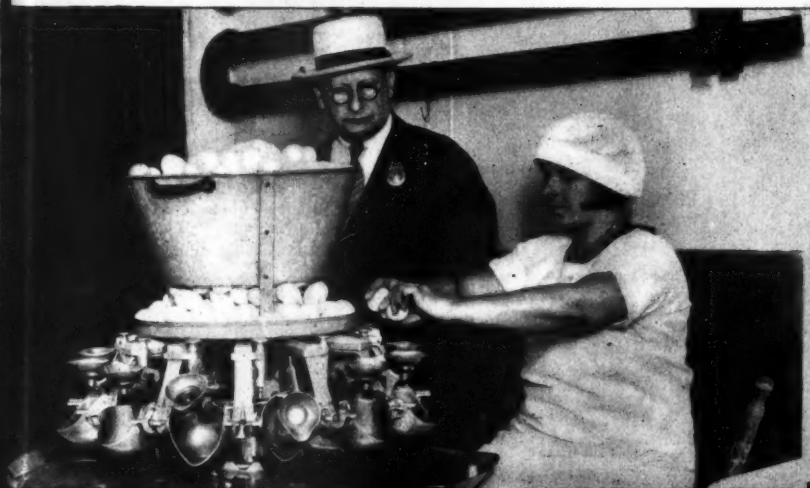
Dr. Address



Food Guardians

(Continued from page 35) — Opposite page, taking lactometer reading at a pasteurizing plant.

Destroying condemned fruit by pouring disinfectant over it; (Below) an inspector watching the operation of an egg-separating machine. Photos by Underwood and Underwood.



"Nurse, there is no better tonic"



"Nothing has helped me so much in my practice.
I make it a rule to prescribe--

Phosphorcin



"For every form of 'Brain and Nerve Tire.' It acts promptly and effectively.

"Having no sugar or alcohol, it is indicated in diabetic and kidney affections.

"I also prescribe PHOSPHORCIN in all run-down conditions; as a reconstructive after operations; and as a convalescent food and tonic following febrile diseases.

"BE SURE Nurse, to fill out and mail the coupon below today, for my sample."

.....
ORGANIC PREPARATIONS CO., Ave. Y & E. 16th St., Brooklyn, N. Y.

Kindly send me gratis a sample of PHOSPHORCIN.

M. D.

No Sugar
No Alcohol

My Druggist is.....

”

ice.

acts

abetic

con-
con-

below

.....
N. Y.

.....M. D.



It Is Good to Have a Hobby

Continued from Page 23

The automobile, likewise, has its thousands of advocates. Here, literally, is a hobby that is always ready to mount and ride—perhaps for an evening spent away from too familiar scenes, or out into the byways for a week-end of fishing or hunting, or even on a trip across the continent.

A questionnaire recently undertaken by the Cleveland Academy of Medicine shows that nearly one half of the physicians in that city indulge in golf as an outdoor pastime. The next most popular hobby was walking, and gardening came third, with approximately 157 devotees in every thousand doctors who answered the questionnaire.

There were ten mountain climbers and 91 who sought their exercise in horse-back riding. A scattering few liked shoveling, chopping wood, field geology, flying, and rose culture.

The list of indoor recreations included reading, which was most popular, with card-playing a close second; collecting such things as books, etchings, stamps, antiques and air mail covers; handball, bowling, and gymnasium activities, music—and least popular of all, the quieter games of chess, billiards, checkers, and dominoes.

Some of the odd hobbies revealed by the questionnaire were: interest in the drama, writing, metal work, sculpture, breeding

tropical fishes, taxidermy, conducting an orchestra, attending prize fights—and *sleeping!*

Exhibits of the results of physicians' hobbies—paintings, drawings, etchings, works of sculpture, and so on, are becoming more and more popular. Often some of the individual pieces are found to rank high in contemporary art. More than fifty members of the Cleveland Academy contributed examples of their hobby-work to an exhibit held in the Medical Library Building. Portrait and pictorial photography were well represented in the display, and paintings likewise. Wood carving, anatomical modeling, and sculpture were conspicuous, also.

Outdoor sports probably offer the greatest thrills as recreative activities, but there are also those who prefer a more quiet pursuit to give them the necessary restful change. The thoughtful man, for example, who can think of no greater enjoyment than studying developments that result from his own patient endeavor, may find his outlet in gardening. He may take special delight in growing rare specimens; or he may find pleasure in planning and laying out his garden. He may revel in seeing robust plants scattered about in a riot of intermixed color.

Even the vegetable garden brings its gratification. What

FOR INSOMNIA

An ideal agent, for the rest it produces is refreshing and is not followed by depression or other disagreeable after-effects.

BROMIDIA

(BATTLE)

With a minimum dosage a full sedative influence is exerted.

BATTLE & CO.

Chemists' Corporation, St. Louis, Mo.

SURGICAL



DRESSINGS

No other
Container
has this
Feature



BAY HESIVE
is now on a reel -

Awkward unwinding is eliminated!

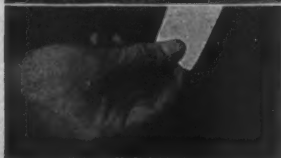
It has always been awkward to unwind adhesive plaster. That is why the new double feature BayHesive container has a reel which unrolls independent of the sides, which remain stationary in the hand.

This is a great convenience. Doctors who have used it, speak highly of this sensible change for the better.

The new container for BayHesive is dust-proof, and moisture-proof too. All in all, it is a big improvement on prevailing methods, we are sure.

A sample of BayHesive in the new container will demonstrate its effectiveness and convenience. The coupon will bring it to you.

THE BAY COMPANY
BRIDGEPORT, CONNECTICUT



M. E. 1

THE BAY COMPANY, Bridgeport, Conn.

Gentlemen: Kindly send sample of BayHesive
in the new container.

Doctor.....
Street.....
City..... State.....
Dealer.....

is more satisfactory than seeing your own row of healthy tomato vines cheerfully offering their glowing fruit as a thank offering for the care you have bestowed upon them, and then to anticipate the gustatory joys that are to follow? No tomatoes purchased at the market can compare with those from your own garden, not only because of the satisfaction of having raised them yourself, but because of their superior flavor and freshness. Beans, peas, chard, and beets, all respond quickly and bountifully to the bit of attention given them. The garden hobby is to be recommended highly.

The collector's hobby is popular, the collecting of stamps, coins, books, canes, natural curiosities, or what you will. Infinite satisfaction is experienced when a collector makes a find of something really rare and learns of its peculiarities and its history.

Tinkering in a workshop and

making articles either useful or ornamental, chairs, tables, book racks; or even works of art, such as pieces of sculpture, pottery, or carving—all bring a satisfaction and relaxation to the tired mind.

A physician in St. Louis took up the hobby of fish-breeding some four years ago. Today his aquarium contains more than a thousand fish, representing some twenty-five different species.

In the dental profession, the late Dr. G. W. Cook as well as the late Dr. G. G. Black left indelible records of their research into the fields of bacteriology and dental pathology. These were their hobbies.

If other evidence were needed to show that hobbies aid in maintaining mental and physical well-being and sometimes contribute to the welfare of others, we might cite the names of men in high places in the economic, industrial, and financial fields who are willing to be classed as hobbyists.

The Answer to the "first Question"

BEFORE prescribing for any ailment the first question the physician asks the patient concerns the function of the bowels. A very necessary question, to be sure.

Then he must ask himself what corrective to prescribe to suit the condition, without interfering with the treatment. Agarol is a safe answer to the question that the physician, of needs, must ask himself many times every day.

Agarol, the original mineral oil and agar-agar emulsion with phenolphthalein, is free from any artificial flavoring, sugar, alkali or alcohol. It is safe in diabetes, in gastric diseases, for children as well as adults. No excess of mineral oil to interfere with digestion or to cause leakage.

In addition, *gentle stimulation* of peristalsis, makes the result certain and the reestablishment of regular habits possible.

*One tablespoonful
at bedtime—is the
dose*

*Final decision on the
true worth of Agarol
rests with the physi-
cian. We will gladly
send a twin package,
with literature, for
trial.*

AGAROL for Constipation

WILLIAM R. WARNER & CO., Inc., 113 W. 18th St., New York City

YOUR NOSE KNOWS

Why are people so particular about oral hygiene and pay so little attention to cleansing that other "port of entry" for disease germs—the nose?

One reason is that the sensitive membrane of the nose rebels against most of the drastic medication offered.

Not so with ALKALOL.

Used as a douche or spray, it dissolves germ collecting mucous and leaves the membrane in a cleansed and soothed state. No better way to know ALKALOL than through personal trial in your own eyes or nose.

Shall we send you some?

The
ALKALOL
Co.

TAUNTON
MASS.

.....Mail the Coupon.....
M.E.-J.
ALKALOL COMPANY
Taunton, Mass.

Gentlemen: Please send samples of
ALKALOL.

Dr. _____

Address _____

Everybody's (Cont. from Page 27) Business

in the fact that management is going to get a good jacking up; that we are tending to return to first principles in the matter of economy; and that much closer attention will now be given to innumerable "little things" which were largely ignored when earnings were fine?

Boards of directors will now stop back patting and commence to ask pertinent questions respecting methods and costs. A lot of executives who were carried along on the tidal wave of good business will now be subjected to the acid test of showing ability to swim against the current instead of with it. Excuses will be refused and results demanded.

Yesterday is dead. We are not going back to 1920 or any of the years before. There is small chance that we will again hear the age-old cry, "labor must be liquidated." It is most unlikely that we will ever return to the belief that wages can be deflated in the same way that commodity prices are deflated. It is a practical certainty that we will work out our present problem in accord with the policy of stimulating activity in industry by paying a scale of wages high enough to maintain present American standards of living.

(Turn the Page)

Unquestionably the ideal hotel in Philadelphia. Twelve hundred rooms, each with bath

Rates commence at \$4.00



THE
**BENJAMIN
FRANKLIN**
PHILADELPHIA
Corner of Ninth Street

Bloomfield

CULTURE
LACTOBACILLUS

A composite culture in a milk medium which remains viable for at least three months. Especially active in changing and controlling the stomach and intestinal reactions.

Used by many physicians as a routine treatment in conjunction with the various physiotherapies.



BLOOMFIELD LABORATORIES
BLOOMFIELD NEW JERSEY

Please send me samples and literature on BLOOMFIELD CULTURE

Dr. _____

Address _____

City _____

A Non-Toxic Blood Coagulant for Oral Administration

There are so many cases presenting themselves in everyday practice where a reduction in the clotting time is very desirable, that the physician will be intensely interested in the new blood coagulant



The claims for Ceanothyn are based upon a number of experiments conducted in various laboratories and clinics, and already a number of confirmatory papers have appeared in the scientific press.

But the best test is a clinical test in your own practice. We are anxious to send you a sample so that you, doctor, may make this test.

The advantages of Ceanothyn are:—

Convenience of administration—by mouth

Safe and Reliable in Action—non-toxic

*Quick Absorption—Increased coagulability has been observed
15 minutes after administration.*

Ceanothyn is indicated for use in any case of concealed capillary hemorrhage, and as a prophylaxis when preoperatively administered in nose and throat surgery.

Ceanothyn is strictly a coagulant and should not be expected to replace ligation of primary vessels nor usual mechanical procedure in post-partum hemorrhage, etc.

*Send this coupon for
clinical test bottle with
which we will send you
complete scientific re-
prints.*

Flint, Eaton & Co.

*Pharmaceutical
Chemists*

Decatur, Illinois

Flint, Eaton & Co., Dept. M.E.-1.
Decatur, Ill.

Please send me complete literature
and sample of Ceanothyn.

Dr. _____

Address _____

We will not lose sight of the collateral advantages in a shorter working day. Cumulative fatigue which a ten or twelve-hour day imposed upon employees has been banished. As a result of the efforts of science and engineering, production per man per hour will continue to grow greater. Present record-breaking profits in many industries will look just as small in the eyes of observers ten or twenty years from now as the profits of yesterday appear to us today. There is sound sense in the belief that when a workman has a reasonable amount of leisure time he will spend money, thereby getting dollars into circulation and facilitating prosperity.

It is even doubtful if we will again be fearful of the dangers of a moderate excess of productive capacity. We may well consider the belief of many that commodity shortages do more than all else to bring about unstable prices and a consequent curtailment of consumption. In

recent years we have benefited greatly from keeping supplies just ahead of consumption. This has kept prices down and reduced inventories all along the line, from producer to retailer and consumer. A restricted production of automobiles would have so raised motor-car prices that there would have been far less travel by the public. If the automobile business has been temporarily hurt, the oil and other industries at least have benefited.

It is highly essential right now that each of us clearly recognize how greatly business has changed in a very few years. We must also understand that a majority of these changes are not transient. Stock brokers have taken to the sea and are rendering prompt and efficient ship-to-shore brokerage service. Even the ocean has lost its privacy and an Atlantic liner is no longer a safe refuge for the tired business man who desires to get entirely out of reach of his office.

(Turn the Page)

"STORM"



"TYPE N"

Every Storm Belt
is made to order

The "Type N" Storm Supporter

meets demands of present styles in dress. Takes place of corsets. Special long laced back; soft extension low on hips. Excellent hose supporters attached. For Ptosis; Hernia; Pregnancy; Obesity; Sacroliliac Strain; Kidney conditions; High and Low Operations, etc.

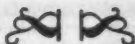
Ask for Literature

Katherine L. Storm, M. D.

Originator, Owner and Maker

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COLDS
*Respiratory and
Rheumatic Affections*

A valuable and safe adjunct
in the treatment of these prev-
alent winter ailments is af-
forded by the use of the em-
plastrum

Numotizine

As it is applied externally, it
helps reduce the temperature
without the danger of upsetting
the stomach.

Let us send you a jar of
NUMOTIZINE so that you can
verify its value by the best test
—clinical performance.

Send for samples and literature

NUMOTIZINE, Inc.
220 W. Ontario Street
Dept. ME-1 Chicago, Ill.



Merchandising methods have changed. Stores are built on the style of a Tudor manor house. In them are refectory tables, oak chests, huge stone fireplaces, weathered oak walls, tapestries and paintings reproduced from old masters, painted friezes that recall incidents in history, stone floors, archways, and imported matched rugs. Instead of show windows filled with articles tagged with prices, the up-to-date window display is so arranged that attention is focused upon a few attractive items by sparseness of background decorations and a close harmony of color.

The modern office has become not only a work of art but a place of efficiency. Desks are arranged to receive proper working illumination and to avoid distraction. Walls are covered with machine products which excel in durability, cheapness, and variety of expression the old combinations of plaster, paint and wood paneling. Much furniture is being made of aluminum, a material lighter and no less adapted to the purpose than wood, for the metal will not shrink, swell or warp and eliminates the necessity of repeated refinishing.

Tailor-made weather for offices and factories has become a reality. Each and every tenant under such a system may have the temperature in his own office regulated to his individual taste. A condition may be easily produced wherein perspiration evaporates the moment it comes to the skin, so that the worker proceeds with his duties free of bodily discomfort.

Tailor-made weather also reduces the likelihood of catching cold and eliminates the necessity of breathing air filled with dust and bacteria. In one building so equipped, the accumulated dirt taken from the air amounts to about seven bushels each week. Before long man-made weather will be as common in the average home and office as it is now in many modern factories and theaters.

Important changes in common

Internal Antisepsis

is desirable in depraved or infected blood and tissue conditions, induced by sepsis, the "typhoid" condition in pneumonia, influenza or other acute or chronic infectious disease, also in eczema, acne, furunculosis, erythema, psoriasis, syphilides, etc.

ECHITONE

combines the virtues of true Echinacea, Iris and Viola, properly gathered and prepared, capable of dosage pushed to effect.

CYSTO- SEDATIVE

is antispasmodic, eliminant, diuretic and sedative in cystitis, prostatitis, prostatic enlargement, strangury, urinary incontinence, acute and chronic urethritis.

*Samples and Literature
on request.*

Strong, Cobb and Co., Inc.

Cleveland, Ohio

*Patient Types...***The Business Man**

The busy business man, who gives least care to his most valuable asset—his health.

Doing everything at high tension, he wants you to cure his disorders on a factory production basis.

Strong talk and definite instructions are necessary to make him realize the importance to his health of bowel education.

In addition to the regulation of habits of diet and exercise, the use of Petrolagar will materially shorten the period of bowel re-education.

Petrolagar is composed of 65% (by volume) mineral oil with the indigestible emulsifying agent, agar-agar.

Petrolagar



Petrolagar Laboratories, Inc.,
536 Lake Shore Drive,
Chicago, Ill.

Dept. ME-1

Gentlemen:—Send me copy of the
new brochure "HABIT TIME" (of bowel
movement) and specimens of Petrolagar.

Dr.

Address

practices will come more rapidly as the months pass. It is such improvements that represent the foundation of our success. We owe our super-production methods to these advances made possible by science. Think what the spray method of painting has done for the automobile and other industries. Our position of leadership in several international markets has largely resulted from our ability to carry a finishing coat in a factory for practically any distance through pipes.

Think also of the revolutionary changes effected in the intricate mechanism of distribution. A new health product can be made available to 57,000 druggists, 150,000 physicians, and more than 115,000 people within ten days. Consumer habits have been permanently changed by the motor truck, the airplane, surfaced highways, and even the motion picture and the radio. The trend toward apartments instead of private homes has ushered in the small order,

reduced cooking and substituted new items for old on the daily menu.

We have departed forever from the methods of yesterday in transportation, financing, packing, buying, selling and warehousing. We have learned how to finance the consumer as well as the dealer. The individual in all civilized lands now accomplishes more in a year than his forefathers did in a decade. Three thousand typewriters recently exported to Turkey marked the commencement of a new era for young women in that far-off country. Following the American example, a chain of drug stores was formed recently in Egypt. The lessons taught by the cinema are arousing ambitions and changing viewpoints throughout the world, all of which means greater markets for American products.

I am sure that before long we will enter a period of prosperity that will surpass all the eras of good times that were enjoyed in



Loeser's Intravenous Bismuth

Permits the physician to safely place a relatively high concentration of Bismuth directly into the circulation at frequent intervals.

The simple technic and the absence of reactions and pain favor the intensive routine of injections so desirable for syphilis.

Literature upon request.

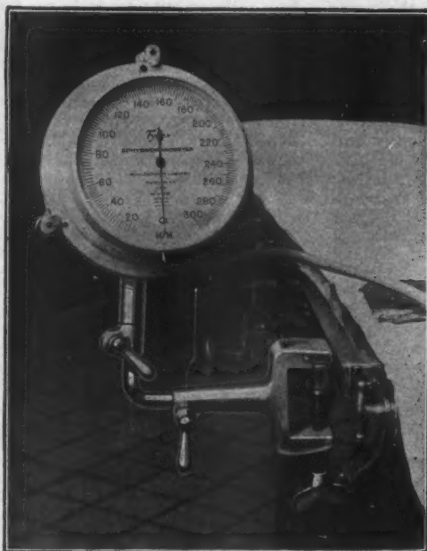
Packed in boxes containing 6 ampoules at \$3.00; 25 ampoules at \$10.50; 50 ampoules at \$20.00 and 100 ampoules at \$37.50.

LOESER LABORATORY

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Tycos Surgical Unit



*For Blood
Pressure
Determin-
ation in the
Operating
Room*

Anticipating the needs of anaesthetists and surgeons, who are finding that accurate blood pressure readings are invaluable during anaesthesia and surgery, we have designed this Tycos Surgical Unit.

It consists of a large easy reading Tycos Sphymomanometer and a universal clamp. The clamp enables the Sphygmomanometer to be adjusted to any position convenient for the anaesthetist and out of the way of surgeons or assistants. The adjustments can be made instantly, but once made the instrument is firm as the table itself. If it is inconvenient to have the instrument attached to the table, the clamp will accommodate it to the anaesthesia equipment or instrument stand.

Modern reliance on blood pressure makes it extremely important to include the Tycos Surgical Unit in operating room equipment. Your dealer can supply you with this equipment. Complete unit \$52.50. Clamp only \$15.00.

Write today for additional information.

Taylor Instrument Companies

*Makers of Tycos Sphygmomanometers, Pocket,
Office and Recording, Tycos Fever Thermometers*

ROCHESTER, N. Y., U. S. A.

CANADIAN PLANT
TYCOS BUILDING
TORONTO

MANUFACTURING DISTRIBUTORS
IN GREAT BRITAIN
SHORT & MASON, LTD., LONDON

the past. Instead of having exhausted our opportunities and resources, we have hardly commenced to utilize them. It is quite possible that the greatest prosperity we will ever witness will be in a time of low prices, rather than high ones. Very likely it will be a day of international free trade and we will find our protection in our multitude of unmatched machines and our unmeasured wealth of natural resources.

Life and business in the United States are more safe and sound than anywhere else on the face of the earth. The rails of our great transportation system are not going to rust for lack of the friction of pounding wheels. We will go on constructing "the tallest building in the world." Population will continue to increase as usual, babies will be born and young people, coming of age, will get married and need homes to

live in. Millions of people will pour through the terminals of our great cities each morning bound for their offices.

There will be no reduction in the operation of elevators, refrigerators, radios, cook stoves, electric lights, radiators, motion-picture machines and thousands of mechanical devices that play a part in modern life. 'Phones will ring, telegraph instruments will click and the wireless will go on sputtering its messages through the ether. The curve of energy consumption will push on upward with very slight interruption, if any at all.

Best of all, a lot of grand old businesses, run by people in a rut, will be supplied with new young executives who will not be afraid in the months ahead. What is needed right now is less scare talk and more concentrated attention to the particular job each of us is expected to handle.



The Doctor and His Investments

Continued from Page 19

for a time by inflated prices. But before switching from weaker into stronger securities, the investor must overcome the prejudice which dictates "hold on to what you have and wait for it to come back." The physician-investor should look upon his wealth not as so many individual shares and bonds of particular companies but as a stipulated amount of investable capital, in a state of more or less flux.

I should be disappointed if physicians interpreted this advice as a bid to become traders, instead of long term investors. As a matter of fact, if the physician made

his original investments wisely, the result of the annual financial health examination might well be a decision to stand pat. Other things being equal, it is better to keep what you have, for by avoiding sales you obviate the red tape of reporting profits or losses to the Government for income tax purposes and save brokerage commissions and transfer taxes.

The real purpose of the financial health examination is to detect symptoms of impairment, and to switch out of deteriorating issues while there is yet time. Of course, in the wake of a financial panic, the need of such a re-

Uricedin

STROSCHEIN

Originated in Germany 1892
Now Procured in America

FOR THE URIC ACID DIATHESIS

Composed of Sodium Salts, Tartaric and Citric Acids. Prescribed in all parts of the world.

Samples to the Profession on Request.

Kindly mention druggist.

BARNES CHEMICAL CO., Inc.
133 W. 31st Street, (D) New York

Muriatogen

Lapenta

Johansen of Copenhagen (J. A. M. A. 1730, '29) says:

"The complete persistence of achylia in patients with pernicious anemia who in other clinical respects have recovered or, rather, have been compensated, undoubtedly supports the theories which imply that achylia is primary to pernicious anemia and that it is the possible cause of the development of pernicious anemia."

Muriatogen (Lapenta), a colloidal condensation product of hydrochloric acid with synthetic silicates, permits the therapeutic use of hydrochloric acid, either alone or associated with pepsin, in the form of coated tablets, overcoming the difficulties of oral administration of the acid itself. *Muriatogen is indicated in all gastric hydrochloric acid deficiencies, from hypoacidity to achylia gastrica. Literature and samples to physicians upon request.*

Pitman-Moore Company
Indianapolis

appraisal is more urgent, and also the opportunities for advantageous switching are greater than usually, because of the decline in all security prices. The sagacious investor is likely to take advantage of existing economic conditions to increase his proportion of holdings of securities of outstanding American corporations.

At least once a year, the physician ought to challenge the right of every security to remain in his safe deposit box. In the case of bonds, he ought to inquire through his bank or his other financial advisor, how many times the borrower is earning interest requirements, and whether the trend of earnings is upward or downward. A recession in earnings might only be a phase of the general setback in trade, but it at least is a signal for the investor to make inquiries to satisfy himself that his assets are not wasting away. If a corporation, either in prosperity or depression, keeps its relative position in the industry, it is a favorable symptom.

In the case of Government bonds, such close observation of current earnings is hardly necessary, for the general taxing power of Governments stand behind their obligations. For the lay investor, it is perhaps only necessary to make sure that the price of his bond has not changed disproportionately for that class of security. Any disproportionate price decline is of course a danger sign.

Under existing circumstances, obligations of the United States Treasury represent par in the scheme of investment things. The debt of the Government, though large, is well within the limit of the nation's resources and wealth creating capacity. Hence there is no question of ability to pay—the first test of a government's credit. The next criterion is willingness to pay, which is concerned with good faith. Public opinion, backed by constitutional and statutory law, in the United States, seems overwhelmingly in favor of keep-

Simple, Safe and Satisfactory

Irritation or inflammation of the vaginal tract, hypersecretion, catarrh, tissue relaxation, tenderness, call for the use of astringent, decongestive, tissue-toning and soothing medication.

MICAJAH'S MEDICATED WAFERS

meet such indications, are more convenient to use than fountain syringe or vaginal douche and often more satisfactory, because the medicaments are brought more closely in contact with the affected tissues and held there for prolonged action.

MICAJAH'S SUPPOSITORIES

are astringent, styptic, soothing, non-irritant, shrink pile tissue, stop bleeding, allay soreness.

*Samples and literature
on request.*

MICAJAH AND CO.
191 Conewango Ave.
Warren, Penna.

Four essential needs of pregnancy and lactation met by "irradiated" yeast

1. Increases anti-rachitic vitamin D for the infant
2. Aids in protecting against tooth-softening in the woman
3. Enriches milk with anti-neuritic vitamin B
4. Promotes normal evacuation

THE anti-rachitic vitamin D in Fleischmann's Yeast makes this food one of the richest sources of this vitamin. Vitamin D has a dual value, in warding off rickets in the child and protecting the mother's teeth from calcium loss, which gives irradiated yeast an important place in the diet of expectant and nursing mothers.

The anti-neuritic vitamin B, in which human milk is frequently lacking in adequate amounts, is supplied by Fleischmann's Yeast. An article* in the "Archives of Pediatrics" indicates that a liberal excess of vitamin B is needed in the diet of the nursing mother to provide adequate sustenance for the offspring.

Of more than ordinary importance during pregnancy and lactation is a mild and reliable laxative which does not draw water from the system or interfere with digestive processes.

In Fleischmann's fresh Yeast physicians have a non-habit-forming and effective laxative holding none of the drawbacks of the usual cathartics. This intestinal regulator stimulates peristalsis and tends to counteract nausea.

Kindly address inquiries to Dept. Y-V-1 Fleischmann's Yeast—a product of Standard Brands, Inc., 597 Madison Avenue, New York City, New York.

*Archives of Pediatrics, Oct. 1929, Pg. 646.

ing the faith in financial transactions.

The largest Governmental defaulter today is Russia. As a matter of fact, a low coupon interest rate on Government bonds is no real index to safety, for the Russian and Turkish bonds in default bore 4 per cent coupons, whereas numerous 8 per cent coupons are regularly being paid by Governmental borrowers. A clue to the intentions of various peoples in respect to the meeting of debt payments may be found in their history, which is readily accessible in such a convenient handbook as Kimber's Record of Government Debts and Foreign Securities, or in Moody's volume on foreign securities, which are filed in banks and libraries.

In the case of corporation bonds, willingness to pay fades into insignificance, and capacity to pay becomes of paramount importance, because the creditor can enforce such contracts in the courts.

In inventorying securities, sim-

ilar criteria should be applied to preferred stocks, which, like bonds, should assure safety of principal and regularity of income. If the dividend is not earned by a substantial margin, the holder is speculating in a one-sided way. His possible loss is unlimited except by the amount of his investment, whereas his profit is definitely restricted by the stipulated dividend rate.

In the case of common stocks, the theoretical profit is as unlimited as the possible loss, for whatever residual profits are amassed after meeting prior obligations accrue to the benefit of the common stock holder. In the light of changed business conditions, common stock investors should scrutinize the annual reports which will soon be forthcoming, with especial care. He should especially study the earning power, and ascertain whether it has been going forward or receding.

Of course, in times of business recession, the forward trend of

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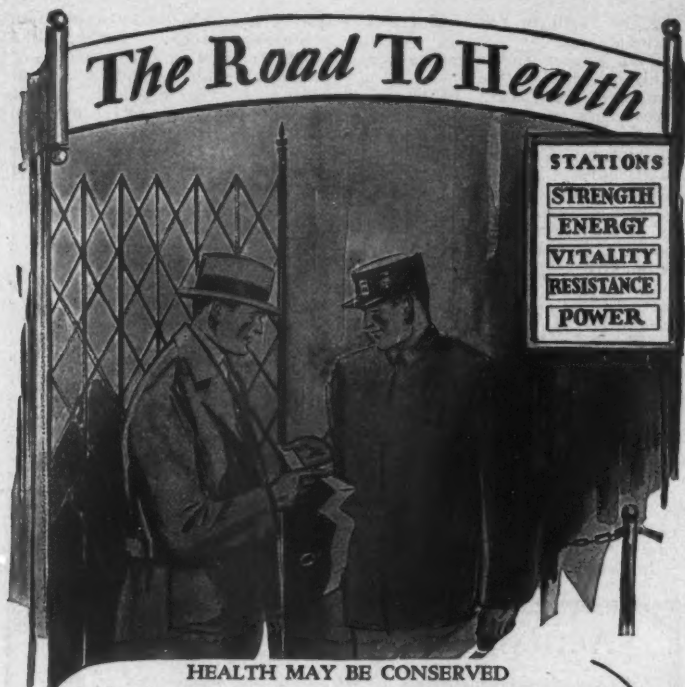
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even some of the strongest corporations is temporarily interrupted, and such a halt is no valid reason for disturbing permanent investments. The investor should in such cases merely satisfy himself as to whether his company is keeping its relative position in the industry. In times of stress, outstanding companies frequently improve their relative status, for they have resources for absorbing weak competitors on advantageous terms. That is one reason for urging the investor to use such times of economic transition as the present for increasing the proportion of their funds in securities of preeminent corporations.

In absorbing the new balance sheets of corporations, it will be well to examine the item among assets of cash on hand. As a matter of fact, the whole business outlook is improved by the currently strong cash position of the leading corporations. In 1920-21, when commodity prices dropped sharply, even the strong corporations were caught, and had to increase their obligations, either by borrowing at the banks or through putting out bond issues bearing high rates of interest. But at present the great corporations are stronger in cash items than ever before.

In the first place, they built up their cash in seven years of prosperity during which they withheld part of the profits from shareholders. Secondly, especially during the last year and a half, they took advantage of the clamor of the public for stocks by putting out additional shares by offering subscription rights to their own stockholders. In this way, they raised additional capital in excess of current requirements. Such funds were in many instances lent out to brokers on call until the collapse of the bull market. Eventually, they will be needed to finance the activities of the corporation itself, but in the meantime are employed in commercial paper or in the purchase of outside securities.

(Turn the Page)

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URINARY TRACT

CYSTOGEN, an extremely pure form of methenamine, is a dependable urinary and internal antiseptic. It is used effectively and safely in clearing up infected conditions of the bladder, ureter, pelvis of the kidney, prostate and seminal vesicles.

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in the treatment of Climacteric disturbances
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also Secondary amenorrhea
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There is of course no fixed rule for evaluating common stocks, but the analytical investor can compare the price-earnings ratio of a particular stock with that of shares of other corporations in the same industry.

The doctor, inexperienced in finance, will doubtless wonder specifically what I have in mind when speaking of outstanding American companies. I mean companies, rich in cash and with a sound capital structure, which have shown a long term upward trend of profits, and which are the leaders in their respective industries. The price at which even the leaders are attractive from an investment standpoint is a matter of opinion, but among informed observers there is more or less agreement as to which companies fall in the class of business leaders.

I have in mind, for example, among the electric manufacturing companies: General Electric and Westinghouse Electric & Manufacturing; among railroad equipment companies: Pullman and American Locomotive; among the chemical companies: Allied Chemical & Dye, Union Carbide & Carbide, E. I. du Pont de Nemours & Company, and Mathieson Alkali; among the steel companies, United States Steel Corporation and Bethlehem; among building equipment companies: American Radiator and Standard Sanitary; among the non-ferrous metal companies: American Smelting & Refining, Anaconda, and National Lead; among automobile manufacturers: General Motors, Packard, and Ford Motor of Canada; among department stores: R. H. Macy & Company, Best & Company, Filene, and May Department Stores; among airplane manufacturers: United Air & Transport Company, and the Curtiss-Wright interests; among railroads: Atchafalaya, Topeka & Santa Fe, Southern Pacific, Union Pacific, Northern Pacific, Illinois Central, Norfolk & Western, New York Central, Pennsylvania, Baltimore & Ohio and New York,

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"WHITER STAIN-FREE TEETH WHEN YOU REMOVE BACTERIAL-MOUTH"

WHAT
KOLYNOS
SAYS TO
THE PUBLIC
—
No. 5

"Though you may have your share of beauty and attractiveness you will never realize to the fullest the happy moments of life—if parted lips reveal dull, dingy teeth. It's a condition brought about by what authorities call 'Bacterial-Mouth,' and no ordinary dentifrice can cope with it. But Kolynos quickly removes it and the germs that cause it. Try this dental cream morning and night. Watch teeth whiten."

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TOO MUCH importance cannot be laid on the need for keeping the oral bacteria at a minimum at all times, a fact which was established by Miller and which has been confirmed as the result of recent investigations by Bunting, Parmerlee and many others.

The use of Kolynos, on account of its antiseptic properties, has been advocated by dentists in the United States and abroad ever since the Kolynos formula was originated by Dr. N. S. Jenkins, and published to the dental and medical professions of the world 22 years ago.

Countless tests covering a period of fifteen years, during which

time the formula was in development, established the antiseptic value of Kolynos. Many bacteriological investigations have confirmed the original findings while a recent investigation shows that Kolynos reduces the oral bacteria 80 to 92 percent with each brushing. Therefore, the patient can aid in keeping the activities of the oral bacteria in check between visits to the dentist through the daily use of Kolynos, thus maintaining the sanitary condition of the oral cavity as established by the dentist.

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Chicago & St. Louis; among public utility operating companies: Consolidated Gas, Pacific Gas & Electric and Public Service of New Jersey; among the oils: Standard Oil of New Jersey, New York, California and Indiana, and Texas Corporation.

In addition to inventorying his securities in January, the physician-investor at this season of the year ought also to budget his prospective income for 1930, and lay out a tentative investment schedule. He need not actually decide in advance what to buy, but ought in general terms to make a blue print of the general additions which he intends to build to his investment structure through the year. His decision should be contingent not only on the economic outlook in specific industries, but also on the nature of his portfolio, always striving to get a fully diversified structure which is best adapted to the special needs of his own family.

Once a year at least, the physician should reexamine his ultimate financial goal, and ascertain whether he is making the scheduled progress toward attaining it. He should not envisage himself simply as a buyer of stocks and shares, but more particularly as a builder of an estate. In the process of construction, other bricks, besides securities, are needed. These include life, non-cancellable health and accident insurance, annuities, property insurance, and also malpractice insurance. Each physician should

make a contact with an insurance man who has a professional attitude toward his work, and ought periodically to have a survey made of his policies. This advice sounds elementary, yet the average man still buys insurance policies piecemeal, without a general coordinated programme. At the annual audit, the physician-investor should also make provisions for adequate cash balances in the commercial and savings banks.

As for securities, the tumultuous changes in the market place emphasize the desirability of a balanced investment diet, rather than an all common stock programme. The investor with cash,

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FOR treatment of subacute and chronic inflammation of the mucous membranes, especially of the urinary tract, Vera Perles of Sandalwood Compound have been found effective. Two Perles, with or after every meal, as directed, constitute the usual dosage.

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short and long term bonds, preferred stocks, and common stocks is hedged against contingencies, and yet in a position to increase his estate in accordance with the economic growth of the country. The subtle investor of course changes the relative proportions of stocks and bonds at different stages of the speculative cycle, cutting down on stock holdings when prices seem inflated, and increasing the relative stock holdings when prices seem at bargain levels.

Ups and Downs

-a monthly review by the
financial editor

The deflation of the bull market set free economic forces which had for a time been artificially dammed up. The disgorging of credit by the stock market at an extraordinarily rapid rate resulted in a significant decline in interest rates. The process of easement was facilitated by the new money policy of the Federal Reserve. As a partial offset to the easing process, New York without continued high interest rates ceased to act as a magnet to draw free funds to all parts of the world. As a matter of fact, a sizable export movement in gold has started. This will tend to offset to some extent the continued reduction in interest rates, but the decisive factor is likely to be Federal Reserve policy, which can nullify the tightening effect of gold exports through open market purchases of bankers acceptances and of Government securities. The net changes in the money market are likely to contribute to somewhat higher prices for high grade bonds.

President Hoover has confounded the forecasters by injecting a new and incalculable factor in the business situation. Through his series of White House conferences with leading business men, the Chief Executive has sought to modify the business cycle through intelligent planning

WHEN hepatic secretion is suppressed, in whole or in part, the process of digestion ceases to work smoothly and after a time the sufferer seeks professional advice.

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has won a position of prominence. It has been in use for so many years that practically the entire profession is acquainted with its value as an hepatic stimulant. Prepared exclusively for Physicians' Prescriptions.

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The Pelton & Crane Co.
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Sorensen Diagnostic Treatment Cabinets

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Schellberg Colonic Therapy Apparatus

Schellberg Mfg. Corp.,
New York City (See Page 53)

X-Ray Equipment

Acme-Engeln

American X-Ray Corporation
Chicago, Illinois

Victor

Victor X-Ray Corp.,
Chicago, Ill., (See Page 44)

Wappler

Wappler Electric Co.,
Long Island City, N. Y.
(See Page 54)

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Victor X-Ray Corp., Chicago, Ill.
(See Page 44)

Wappler

Wappler Electric Company, Inc.
Long Island City, N. Y.
(See Page 54)

What Are YOUR Office Equipment Needs?

and coordination. The President's experiment is an effort to substitute free will in business for the passive spirit of Oriental fatalism. The President has followed the leadership of progressive economists in urging the stimulus of public works and private improvements in times of industrial boom. The aim is to stabilize conditions and to avoid the social cost of irregular opportunities for the employment of labor. The hope is widely shared by economists and business executives that the current recession in industry will be comparatively short lived and not of major proportions. It is more likely to resemble the lull of 1927 than the setback in 1924 or the serious depression of 1921.

An immediate cause of the late October-early November debacle was an undigested market for new issues of securities, which was superinduced by the issuance of more than a billion in new shares in September. The Sep-

tember offerings consisted mainly of investment trusts, trading companies, and holding companies, and in the subsequent reaction the public has turned ruthlessly away from that type of issue. In some instances, such selling has been lacking in discrimination. New companies, whose assets were still largely in cash, were quoted below their liquidation value. There are therefore bargains to be found in the investment trust group by those who are in position to analyze the position of individual companies.

* * *

Colonel Leonard P. Ayres, vice president of the Cleveland Trust Company, makes the subjoined specific forecasts for 1930:

1. Short term interest rates will show a down trend in the early months and rise before the close of the year. The average rate of interest for the full year will be lower than in 1929, but higher than in 1927.

(Turn the Page)

Make Calcium, Universal Tonic, Part of Every Reconstructive Program

THE doctors who have long used Hagee's Original Cordial Compound as a reconstructive can find approval of its basic ingredients in the highest scientific authorities.

Nine years of independent research in the fields of calcium and phosphorus metabolism have established these elements as of almost universal therapeutic benefit in weakened and "run down" conditions, such as underweight, undernourishment, convalescence, and anemia.

Furthermore, it is now held that calcium and phosphorus are most readily assimilable when in glycerophosphate form, as they appear

in Hagee's Original Cordial Compound.

In actual practice physicians have found Hagee's with its calcium, glycerophosphates, sodium, salicylic acid and extract of cod liver oil so satisfactory as a reconstructive that they have used almost four million bottles.

The next time you find a tonic indicated, try Hagee's Cordial. If you wish, have iron, strychnine, or other ingredients of your own prescription added. Write for full size sample bottle.

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101 N. Main St., St. Louis, Mo.

Hagee's Original Cordial Compound

Dispensed by all druggists in 16 oz. bottles

Let the facts decide the case for

Coffee

IT IS AXIOMATIC that a patient's diet should approximate his normal mode of living as closely as possible. Foods like tomatoes, sugar, eggs and meat are prohibited only when you *know* them to be harmful to the individual involved—only when the diagnosis *proves* it. Are you as fair to coffee—the favorite beverage of most Americans? Or do you rule it out from habit and tradition?

Actually, in coffee, you have a valuable ally of definite therapeutic properties. It is a mild cardiac stimulant, an antidote for certain poisons and an undoubted aid to sluggish peristalsis. Its rich aroma is unexcelled as an appetite excitant. Why, then, ban it except in the very few instances where it is contraindicated?

Dr. Ralph H. Cheney of the Department of Biology, Long Island University, has said of coffee and diet, "To condemn coffee because of the special idiosyncrasies of a very small minority—probably less than 5% of the population—is abnormal and unfair to an invigorating and highly beneficial drink with respect to the great mass of mankind."

Coffee's merits are enhanced by correct and scientific brewing. We have prepared a little leaflet which gives six simple rules for making better coffee. We will be glad to send it to you, with a brilliant, non-partisan report of the exhaustive coffee research conducted by Prof. Samuel C. Prescott, Director of the Department of Biology and Public Health at the Massachusetts Institute of Technology. Use the coupon below for convenience.

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2. The production of automobiles will fall below the 1929 peak by more than half a million cars but not by more than a million.

3. The total value of new building construction will not vary from the 1929 total by more than 5 per cent.

4. Stock prices at the end of 1930 will be above the low prices of 1929, but below the peak prices of 1929.

5. Steel production will be less than in 1929.

6. It is unlikely that there will be much change in the cost of living.

7. Average of non-agricultural prices will be lower than the average in 1929, but not by more than 5 per cent.

8. There will be more unemployment early in the year, but with conditions improving as the year advances.

9. The average hourly industrial wages will not differ by more than three per cent.

10. There will not be much change in the cost of building construction, although there will be a moderately declining trend.

11. Industrial profits will be lower.

12. Tourist travel will decline.

* * *

Instead of retrenching, directors of the great corporations have increased dividend disbursements since the Wall Street crash. They have used dividends as a means of bolstering confidence, and of distributing investment purchasing power. Companies, which had been hoarding cash, found the recent transitional period as an occasion for loosening up. David Friday, the economist, sees nothing in the business outlook for 1930 to threaten the dividends of the large and well established corporations.

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Thus employed, Cactina gradually improves the nutrition and tone of the heart muscle, restores the cardiac rhythm and renders the heart more resistant to irritating influences. Cactina is a true cardiac tonic without cumulative effect.

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The Dishonest Cashier

Reported by Lawyer Hayward



I'D certainly appreciate a check for the \$75 that you owe me," the North Carolina doctor told the cashier of the local bank.

"I don't want the other bank officials to see whom I'm giving check to," the cashier demurred, "but you give a \$75 check on your account to some of your creditors."

"I haven't got more than \$2 to my credit right now, and issuing a check and having it turned down wouldn't make things any better," the doctor suggested.

"You issue the check, I'll credit the \$75 to your account, and that will be equivalent to paying my bill," the cashier agreed, the doctor drew a \$75 check, as suggested, in favor of the Midland Medical Supply Company; the check came back in due course;

the cashier failed to make the promised deposit, charged up the check as an over-draft; and the bank president politely but firmly requested the doctor to make good the deficiency.

The doctor explained the arrangement between himself and the cashier.

"He was your cashier, you're bound by his promise, and have no right to collect the overdraft from me," the doctor contended.

The North Carolina Supreme Court, however, in the case of Bank of Proctorville vs. West, 114 S. E. 174, ruled in favor of the bank.

"The doctor knew that the cashier had no authority to make such a transaction, and the failure of the cashier to keep his promise was the loss of the doctor and not the loss of the bank," said the court.

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physicians throughout the world in the treatment of

AMENORRHEA, DYSMENORRHEA, ETC.

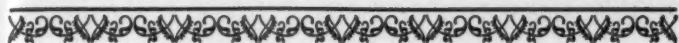
Ergoapiol (Smith) is supplied only in
packages containing twenty capsules.

As a safeguard against imposition, the letters "M H S."
are embossed on the inner surface of each capsule. (See illustration)

Dose: One or two capsules three or four times a day

Literature on Request

MARTIN H. SMITH COMPANY, New York, N. Y., U. S. A.



Physicians Prescribe It

STANNOXYL

*For Boils, Styes, Carbuncles, Acne
and all Staphylococcus Infections*

Articles published in standard medical journals since 1917 and the testimony of thousands of physicians who have employed it attest the value of Stannoxyl as an antistaphylococcal agent. Clinical proof is overwhelming that 4 to 8 tablets daily check the course of boils and styes and produce rapid recovery without local interference.

Oral medication for staphylococcal infections implies the use of Stannoxyl, the tried remedy. Other preparations may resemble it chemically, but they are not the same. They have not stood the acid test of years of clinical trial.

Stannoxyl
Tin
and Tin Oxide



----- Samples on request. -----

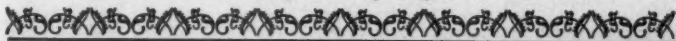
ANGLO-FRENCH DRUG CO., (U.S.A.) INC.
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ME. 1

Gentlemen: Without obligation on my part, kindly send me a sample package of Stannoxyl Tablets and further literature on this product.

M. D.

*Stannoxyl is advertised only to physicians and is supplied in a
strictly ethical package.*





*Saybolt Viscosity
meter in use on
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IT is our endeavor to produce a mineral oil as pure as all the resources of science can make it. Nujol quality and purity must exceed the United States Pharmacopoeia standards, it must be colorless, odorless, tasteless, of clinically correct viscosity, unvarying in character under constant analysis.

The unequalled resources of the world's largest producers of mineral oil are focussed in the Nujol Laboratories. If a better or purer mineral oil could be produced, Nujol Laboratories would produce it.

Nujol success rests on the confidence of the medical profession, and that confidence has been created because physicians for long years have attained satisfactory results in mineral oil therapy by the utilization of this product.

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**[Samples for analysis and clinical test will
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